WRIT 4230
Craig Stroupe

Fall 2015

**Topics/Angles for the Glocalization Project**

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| Glocal | Global Only | Local Only | Not Geographic  |
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Twin Ports Underground punk music scene

Yokosuka, Japan from an outsiders view

Bentleyville as the perfect winter night activity

Bob Dylan's path through Duluth, Minnesota

Enger Tower as an artists muse (painters at Enger Park)

Palisade head as a tourist.

Topic: Shipping Industry.  Angle: Shipping into the twin ports

Topic: Fish tanks and aquariums.  Angle: Duluth Aquarium

The north shore as viewed by surfers

Spirit Mountain and other local snowboarding/skiing areas to express the differences in outdoor winter recreation around the world.

The north shore- either the hiking trails/landmarks or the development with new businesses/restaurants/hotels: the north shore as a destination

**Steps to Sharpening the Topics/Angles**

1. Read the list of this semester's sample topics/angles above.
2. As you read over the list of ideas, imagine you are someone living in Phoenix, Arizona (or wherever) who never intends to visit any of the locales.
3. But also imagine that you might *possibly* share an interest, passion, or sense of identity that could make one of these topics compelling or intriguing to you.
4. Read each topic/angle carefully. Do the words help you see a possible connection between this local topic and an interest/passion/identity of *someone* out there (even if not you personally)?
5. Copy and paste into the “Glocal” column the site topics/angles that you can imagine someone out there (the “global audience”) might find compelling, interesting, and relevant.
 You should be able to explain how this interest could overcome the geographical distance, and the fact that this non-local person *will never physically set foot in the locale*.
6. Into the "Local Only" column, copy and paste the site topics/angles that are worded in such a way that seems to exclude a global audience because the angle only of possible interest to a visitor or local.

(Example: Duluth Grill is a good place to eat.)
7. Into the "Global Only" column, copy and paste the site topics/angles that might be interesting to a non-local audience, but in a general way without necessarily making use of local details. (Example: the university of the future)
8. In the "Not Geographic" column, copy and paste the items that seem *neither* local nor global, but abstract or non-place-specific. (Example: getting more efficient sleep)
9. Reconsider your choices, especially in the "Only" and "Not" columns:
10. Can you imagine an audience that shares a certain interest, taste, passion, enthusiasm with the creator of the site? If you specified this audience, could you move any of these topics/angles be more clear glocal? *(In parentheses, type in what that special interest, taste, passions, enthusiasm would need to be for that item to go into the "Glocal" column.)*
11. What if you changed the wording of the item to re-focus or sharpen the angle, or took just one of several possible angles? (Indicate such changed wording in items on your list with **bold**.)
12. Move those items that you added parenthetical insights or bolded revisions if your improvements make them genuinely Glocal.
13. Type your name in the upper left of this document.
14. Save this Word doc to your USB drive, and then attach it to a reply to the Moodle forum named in class.