Inter-Act with Media

Movie

*The Fat Boy Chronicles* (2010)
Director (Jason Winn)

**Stars:** Christopher Rivera, Kelly Washington and Chris Bert

**Brief Summary:** Life is never easy for an obese 14-year-old and Jimmy Winterpock (Rivera) is no exception. At 187 lbs (and not a football player), Jimmy suffers from constant taunts and humiliation from his classmates. He goes on a quest to lose weight and turn things around for himself, and fortunately, there are a few people who have his back: his parents, a couple of other loyal misfit friends, and Sable (Washington), a girl Jimmy has a crush on, who has some secrets of her own.

While watching *The Fat Boy Chronicles*, consider the following concepts from the chapter:

1. Explain the **liking heuristic** in relationship to those who support Jimmy. What about Jimmy’s sister?
2. What **persuasive messages** force Jimmy to create change for himself?
3. How does Jimmy demonstrate **assertiveness** throughout his journey?

Book

*Steve Jobs* (2011)
Author (Walter Isaacson)
New York, NY; Simon & Schuster

**Brief Summary:** He was the icon who revolutionized so many “i’s” in our lives… and gave us Pixar. In Walter Isaacson’s collection of 40 interviews with Jobs, conducted over a two-year period, we learn about Jobs on his own terms. Isaacson also interviews Jobs’ friends, family, competitors, colleagues, and those who didn’t exactly get along with him.

While reading *Steve Jobs*, consider the following concepts from the chapter:

1. What type of **power** did Jobs use when working with others? Do you perceive that this changed in the later stages of his illness?
2. Describe the **elaboration likelihood model** and how it fits with Jobs’ ideas and how he conveyed those ideas to others.
3. Do you think that Jobs’ **verbal aggression** was necessary? Why do you think he conducted himself this way? What do you think others thought of this approach?

Television

Billionaire Mark Cuban, owner and chairman of HDNet and outspoken owner of the 2010-2011 NBA championship Dallas Mavericks, real estate mogul Barbara Corcoran, technology innovator Robert Herjavec, fashion and branding expert Daymond John, and venture capitalist Kevin O'Leary comprise The Shark Tank. Entrepreneurs come into the tank hoping to persuade one or several of the venture capitalists to partner with them. In this episode, an entrepreneur, James Martin, the founder of Copa Di Vino (wine packaged by the glass) gets the unthinkable: a second chance in the tank after the successful launch of his product (he actually walked away from an offer from one of the sharks the first time). Watch the nail-biting banter as Martin and the sharks try to influence each other regarding valuation of the product and their overall goals. Answer the following questions after watching this episode:

1. Describe the types of power used in the appeals on both sides.
2. Explain how reasoning and claims factor into Martin’s persuasive message.
3. What assertive messages are used by the entrepreneurs and the investors?