

## **FY 047, The Other Side of the Wall... Paper # 2**

For your second paper, which is to be between 3-4 pages in length, you have three options .

### **Option 1**

The first option asks you to use what you have learned about the value and impact of foreign investment in Mexico, which you have written about, and which we have discussed in class, to perform critical examination of the history and effects of a significant example of foreign investment in Mexico during the late 20<sup>th</sup> century. The main objective is for you to examine and to assess the intent and impact of foreign investment, focusing on how a company has tried to affect Mexico's inhabitants, economy and landscape.

You will work with your previous writing about IBM. The assignment requires that you substantially develop, as well as rethink, the analysis you previously wrote for Bb, and perform closer reading of the text "The Long Path to the IBM-Mexico Agreement: An Analysis of the Microcomputer Investment Negotiations, 1983-86,"

This case suggests the complications of international relations in terms of inviting external influence on developing an industry that could have both negative and positive consequences for the host country. What were the reasons for Mexico's interest in and resistance to this initiative? What were the arguments for allowing IBM to develop computers in Guadalajara? What have been the benefits of this development? What have been the negative consequences? Considering your analysis, what should a host country take into account if it considers allowing external investment? Why should the host country make such considerations?

**Please remember to be specific as we were when we worked collaboratively in class on this case.**

### **GENERAL QUESTIONS TO GUIDE YOUR RESPONSE TO GROUP MEMBERS' PAPERS AND DISCUSSION IN CLASS ON OCTOBER 22<sup>nd</sup> IN SMALL GROUPS**

#### **Part 1. What does the writing do? (This is descriptive.)**

- 1) What does the writing convey to you about the purpose and goals of this foreign investment in Mexico?
- 2) What does the writing convey to you about the positive and negative impact this investment has had on the economy, environment, and/or residents of Mexico?
- 3) What does the writing convey about what a host country should take into account if it considers allowing external investment? Why the host country should make such considerations?

#### **Part 2 . What more can the writing do ? (This suggests useful possibilities for expanding and revising the content you have discussed. )**

- 1) How might the content you describe in response to the questions (**Part 1. What does the writing do?**) be developed to make the writing more engaging or more persuasive ? Be

specific by identifying parts of the writing ( i.e., statements and paragraphs) and providing explanations of why you would like to see analysis developed.

- 2) How might the writing be rethought to deepen the writer's analysis of the purposes and impact of foreign investment? Why should it be rethought or deepened?
- 3) How might the writing be revised to be more engaging about what a host country should take into account if it considers allowing external investment, and why the host country should make such considerations?

**Note specific places in the writing where it can be modified in the interest of making it more persuasive for you.**

**SEND DRAFT OF PAPER # 2 by E-MAIL TO SWILKY AND ALL MEMBERS OF YOUR BB GROUP BY 9 AM SUNDAY OCT 21. SEND RESPONSES TO ALL WRITERS BY 9 AM MONDAY OCTOBER 22**

**FINAL VERSION OF PAPER DUE BY NOON, SUNDAY, OCTOBER 28.**

### **Option 2**

This option asks you to use what you have learned about the value and impact of foreign investment, which you have written about, and which we have discussed in class, to perform critical examination of foreign investment in Mexico over the last 30 years. The main objective is for you is to examine and to assess the intent and impact of foreign investment, focusing on a particular case (see below) on the country's inhabitants, economy and landscape.

You will work with either **one or both** of the following articles, which can be found in **Readings/ Proctor and Gamble and Mexico.**

" Sensitive Export: Seeking New Markets For Tampons, P&G Faces Cultural Barriers --- It Tries 'Bonding Sessions' ," School Slide Shows To Win Sales in Mexico --- 'The Mother of All Myths,'"

"Emerging Ambitions -- P&G's Global Target: Shelves of Tiny Stores; It Woos Poor Women Buying Single Portions; Mexico's 'Hot Zones' "

Your task is to consider how in **one or both articles**, Proctor & Gamble attempts to market a product in Mexico. What have investors been trying to achieve by moving their company or product into the Mexican market? What have been the objectives of foreign investment? What have been their methods? What have been the benefits of this initiative? Who benefits and how do they benefit? What have been the negative consequences? Who has experienced negative effects of foreign investment and marketing—and what have they been? Considering your analysis, what are the ethics of the marketers and sellers? How and why should they change?

**GENERAL QUESTIONS TO GUIDE YOUR DISCUSSION OF  
Paper # 2**

**Part 1. What does the writing do? (This is descriptive.)**

- 1) What does the writing convey to you about the purpose and goals of this marketing in Mexico?
- 2) What does the writing convey to you about the positive and negative impact this marketing/investment has had on the economy, environment, and/or residents of Mexico?
- 3) What does the writing convey about the ethical responsibility, if any, of both marketing companies and the local sellers of their products?

**Part 2 . What more can the writing do ? (This suggests useful possibilities for expanding and revising the content you have discussed. )**

- 1) How might the content you describe in response to the questions (**Part 1. What does the writing do?**) be developed to make the writing more engaging or more persuasive for you? Be specific by identifying parts of the write ( i.e., statements and paragraphs) and providing explanations of why you would like to see analysis developed.
- 2) How might the writing be rethought to deepen the writer's analysis of the purposes and impact of both marketing and the selling of the products ? Why should it be rethought or deepened?
- 3) How might the writing be revised to be more engaging about the ethical responsibility, if any, of bringing and selling a product across borders, to a new market—and how and why this marketing and selling should change?

**Note specific places in the writing where it can be modified in the interest of making it more persuasive for you.**

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**Option 3**

The third option asks you to analyze the stories of migration of residents of Mexico who emigrate to the U. S. For this paper, I would like you to make use of the resources on our website in the folder entitled "Immigration," In addition, you will have to analyze some aspect of *Los Que Se Quedan*, the film we watched, in your analysis. When discussing immigration to the U. S., you also have to use at least one resource on our website other than the film.

.Representing those seeking to settle in the U. S., you are to address one or more examples/families from the film, attending to why they emigrate from Mexico.

Consider the following questions :

- What are the reasons people leave their homeland?
- How specifically has trade, legislation, the economy, weather and other factors affected their decision to emigrate from the homeland?
- What are the obstacles or complications they encounter during their travels?
- What are the challenges they face settling in a new country?
- Considering what you read and saw, what would have to happen to give people more reason to stay in their country?
- What can the U. S. do to make the journey to and life in the U. S. more rewarding for those who risk their lives to come here to work? Why ?

**Be sure to use the film texts and written text we have studied in writing your paper.**

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**GENERAL QUESTIONS TO GUIDE YOUR RESPONSE TO GROUP MEMBERS' PAPERS AND DISCUSSION IN CLASS ON OCTOBER 22<sup>nd</sup> IN SMALL GROUPS**

**Part 1.What does the writing do? (This is descriptive.)**

- 1) What does the writing convey to you about why people leave their homeland? What contributes to their decision?
- 2) What does the writing convey to you about the obstacles or complications they encounter during their travels ?
- 3) What does the writing convey that the U. S. might do to make the journey to and life in the U. S. more rewarding for those who risk their lives to come here? Why ?

**Part 2 . What more can the writing do ? (This suggests useful possibilities for expanding and revising the content you have discussed. )**

- 1)How might the content you describe in response to the questions (**Part 1.What does the writing do?**) be developed to make the writing more engaging or more persuasive ? Be specific by identifying parts of the write ( i.e., statements and paragraphs) and providing explanations of why you would like to see analysis developed.
- 2)How might the writing be rethought to deepen the writer's analysis of the obstacles or complications encountered during migration ?
- 3)How might the writing be revised to be more engaging about what the U. S. might do to make the journey to and life in the U. S. more rewarding for those who risk their lives to come here? Why ?

**Note specific places in the writing where it can be modified in the interest of making it more persuasive for you.**

#### **Option 4**

The final option asks you to make a comparison between stories of migration, of residents of Mexico as well as ex-pats from the U. S. and Canada, leaving their homeland . For this paper I would like you to make use of the resources on our website in the folders “Immigration,” and “Chapala and Ex-Patriots.” In addition, you will have to analyze some aspect of *Los Que Se Quedan*, the film we watched, in your analysis. And when discussing immigration to the U. S., you also have to use at least one resource on our website other than the film.

You are to compare and contrast the migration of Mexican immigrants and ex-patriots from the U. S. and/or Canada. Representing those seeking to settle in the U. S., you are to address one or more examples/families from the film, attending to why they emigrate from Mexico. To represent the ex-pats, you can use larger groups, based on statistics concerning why they immigrate to Mexico.

I want you to compare and contrast these examples of migration across borders, considering the following:

- What are the reasons people leave their homeland?
- How specifically has trade, legislation, the economy, weather and other factors affected their decision to emigrate from the homeland?
- What are the obstacles or complications they encounter during their travels?
- What are the challenges they face settling in a new country?
- What is the impact of their immigration on the country they resettle in?

#### **GENERAL QUESTIONS TO GUIDE YOUR RESPONSE TO GROUP MEMBERS’ PAPERS AND DISCUSSION IN CLASS ON OCTOBER 22<sup>nd</sup> IN SMALL GROUPS**

##### **Part 1.What does the writing do? (This is descriptive.)**

- 1)What does the writing convey to you about why people leave their homeland? What contributes to their decision?
- 2)What does the writing convey to you about the obstacles or complications they encounter during their travels ?
- 3)What does the writing convey about the impact of their immigration on the country they resettle in?

##### **Part 2 . What more can the writing do ? (This suggests useful possibilities for expanding and revising the content you have discussed. )**

- 1)How might the content you describe in response to the questions (**Part 1.What does the writing do?**) be developed to make the writing more engaging or more persuasive ? Be specific by identifying parts of the write ( i.e., statements and paragraphs) and providing explanations of why you would like to see analysis developed.

2)How might the writing be rethought to deepen the writer's analysis of the obstacles or complications encountered during migration ?

3) How might the writing be revised to be more engaging about the impact of immigration on the country immigrants, migrants, or ex-pats resettle in??

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## **VISITING THE WRITING WORKSHOP ( a requirement)**

**Between Monday, October 22, and Friday, OCTOBER 26,** you are to visit **The Writing Workshop** with your draft in progress.

THIS IS A REQUIREMENT FOR EACH OF YOU. BRING YOUR ASSIGNMENT AND A HARD COPY OF YOUR ESSAY IN PROGRESS. YOU ARE TO ASK THE TUTOR TO WORK WITH YOU ON TWO ASPECTS OF YOUR WRITING:

- 1) DEVELOPING THE CENTRAL CLAIM/THESIS/FRAME FOR YOUR WRITING; AND
- 2) DEVELOPING THE DETAILS OF YOUR ANALYSIS TO SUPPORT YOUR CENTRAL CLAIM/THESIS/FRAME.

**I REPEAT: THIS IS A REQUIREMENT. THE SESSION WILL LAST ONLY 30 MINUTES.**

**TO MAKE AN APPOINTMENT, GO TO <http://artsci.drake.edu/writersworkshop/wwshop.html> and follow the directions. They are easy to follow. You must make an appointment.**

**All sessions meet in the lower level of Cowles Library , Room 47**