

Topic you are brainstorming: Americans Buying Overpriced Stuff Just Because its from Europe

For this specific topic what sub-topics (specific) come to mind when you consider these negative emotions:

Negative Emotions:

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| <ul style="list-style-type: none"> • Scared • Frustrated • Unusual • Ironic • Disgusted | <ul style="list-style-type: none"> • Sad • Weird • Stupid • Confused • Ridiculous • Toxic | <ul style="list-style-type: none"> • Difficult • Impossible • Upset • Dysfunctional • Exhausted • Defeated |
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<u>Initial Brainstorming</u>	<u>Set-Up</u>	<u>Punch-Line</u>
<ul style="list-style-type: none"> • Apply the negative emotion words (above) to the brainstorming topic above. • Write down the sub-topic scenarios that come to mind. • Be specific • Don't jump ahead and look for funny items. 	<ul style="list-style-type: none"> • Be concise • Be specific • Strong "visual" images • Don't jump ahead and look for funny items. 	<ul style="list-style-type: none"> • Be concise • Act-out the characters using dialogue, accents, and gestures etc. • End on a punch word • This is where the humor is exposed

<p>It is ridiculous that Americans have a fascination with products that come from Europe.</p>	<p>I think it is absolutely ridiculous (Negative Emotion) to spend so much money on stuff just because it is from Europe." (Specific and Concise)</p>	<p>I mean, it's as ridiculous as my wife going to India to a spa and the Indian owner saying, "Ah Mrs. Hill you are very lucky, today we are having a mud bath and the mud: It is very special, it is very exquisite, and it's from Garland Texas." (Note that I acted it out with an accent, used embellishment, and incorporated the Rule-of-Three).</p> <p><i>Note: The reason the audience laughed at "Garland Texas" is they related to:</i></p> <ul style="list-style-type: none"> • Texas • Garland Texas being somewhat "blue-collar" • Texas mud being everywhere (and nasty)
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<p>It is ridiculous that Americans have a fascination with products that come from Europe.</p>	<p>I think it is absolutely ridiculous (Negative Emotion) to spend so much money on stuff just because it is from Switzerland" (Specific and Concise)</p>	<p>Look at the Swiss...2000 years of evolution and what have they given the world...a penknife!</p> <p>A multi-functional tool that includes a knife, a nail-file, and a scissors. Which is ironic considering you break your finger nails opening it. (Note act it out with a Swiss accent. Act-out being frustrated with broken fingernail).</p>
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