

Working ~ Worksheet 3: Week 4, pp. 73~78

John Fortune: Copy chief

You should also read the *Introduction* to Working by Studs Terkel, on pp.xi-xxiv

Background topics: highly-paid jobs in the ‘creative’ industries, on the edge of showbiz.

1. What is John’ personal background?
2. How did he get into this job? Why is he doing it?
3. What is John’ attitude to his job and to advertising in general? Does he see advertising as an art form?
4. He was ‘a writer manque’ before got into advertising. What does this tell you about John’s situation?
5. What are the differences for John between being a copy chief and being a copywriter? Which job seems to suit him best?
6. Do you think John has descriptive powers? When he’ speaking, can you imagine the people and situations he is talking about or are they hidden from you?

Write about John’ personality, as you understand it from this short interview. Find a photograph on the net or anywhere of someone who you think might look like John and add it to your description.

NEXT: Fritz Ritter, doorman, pp.126~129

