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**CT800: Week 9 Assignments**

**2) Writing substantively about Quotes**

No man is free who is not master of himself – Epictetus

* State: If someone hasn’t examined him- or herself, s/he can’t claim to be fully free.
* Elaborate: In other words, if we don’t know what our default prejudices, inclinations, and talents are, we are unaware of how they influence us which leaves us being a victim to them (i.e. not free)
* Exemplify: If I haven’t ever come to terms with the fact that I could exhibit a lot of force (physical, intellectual, emotional) if I wanted to, I would never be in full control of it.
* Illustrate: I think Carl Gustav Jung claimed that every time we ignore one side of us, we make it our “shadow” and it will haunt us. It’s much better to face and control it than to deny it and fall prey to its unconscious effects.

What is not fully understood is not possessed – Goethe

* State: In order to integrate something (ideas, but also objects) into our consciousness, we need to understand something holistically.
* Elaborate: If one hasn’t explored the history, public perception, intricacies, or different ways of viewing something, it can not become an integral part of one’s personality. This goes for objects as well as ideas.
* Exemplify: If one hasn’t understood the history and public perception of wearing a “Suit and Tie”, he or she only wears that thing but doesn’t possess it. The same goes for intellectual constructs to view the world.
* Illustrate: “Love what you wear, wear what you love.” -> You can’t fully “love” something without making an active decision to do so.

If you would thoroughly know anything, teach it to others. – Tyron Edwards

* State: To judge whether one has really understood something, he or she needs to be able to explain it to someone else.
* Elaborate: Without having taught other people and taking their viewpoints into consideration, one cannot claim that s/he has thoroughly understood a particular subject. The world is way too nuanced and complex to take in all viewpoints on an idea. Therefore, to understand something, we need to make sure that we’re able to explain it to others.
* Exemplify: If I were to explain the concept of Bitcoin to someone who hasn’t come across this topic at all, I’d find myself confronted with a lot of Beginner-Level questions. When I can’t answer them, I can’t claim to have understood that topic as everything builds up upon an understanding of beginner-level concepts.
* Illustrate: Feynman Technique -> Learn while talking to others, let them ask questions, and see whether you’re able to answer these questions.

Power, like the diamond, dazzles the beholder, and also the wearer; it dignifies meanness; it magnifies littleness; to what is contemptible, it gives authority; to what is low, exaltation.” – Charles Caleb Colton

* State: Power brings out the worst in people without them and others around them seeing it.
* Elaborate: Power in a Machiavellian sense is a way of being that maximizes one’s own pleasures at the expense of others. It despises all moral and ethical considerations to deceive, trick, and ultimately hurt other people if necessary without them knowing it. By abandoning all moral and ethical standards, the beholder of Power deceives him- or herself thinking that self-gratification is the only reasonable way of being. Through that, everything viewed as vices prior to that is being used in a rampant fashion.
* Exemplify: If a political party uses some outer group as a pawn sacrifice in response to some inconvenient event and gets away with it, that would be power.
* Illustrate: “You can’t control what people love, but what they fear.”

The key to every man is his thought. – Ralph Waldo Emerson

* State: To understand somebody, we ultimately have to look at the way a man thinks.
* Elaborate: To think within the point of view of a man is the only way to fully grasp him. While he might act and say something incoherent on the surface, his way of thinking is the key to making predictions about his actions.
* Exemplify: Politicians who seem contradictory on the surface usually have a clear agenda in mind.
* Illustrate: Mephistopheles in Goethe’s “Faust” has an unspoken agenda to drive Faust to Nihilism while seducing him with pleasures on the surface.

**3) Journal Entry: Substantive Writing in my daily life**

Situation  
In the context of my business, I run a weekly newsletter which also acts as a script for YouTube videos. Furthermore, I plan on culminating all of these individual newsletters at some point, taking the most crucial elements and producing a book out of them.

Response  
Having read through the logic of substantive writing, I especially appreciate two things. That is to first “have something worth saying about something worth saying something about” and the fact that every piece of content needs to be targeted to some kind of purpose.

I will keep these things in mind when outlining my upcoming newsletters.

Analysis  
In my eyes, this ideal of “follow your passion” has one major flaw: Necessary skills are what matter at the end of the day.

In the book “So Good, They Can’t Ignore You”, author Cal Newport highlights exactly that – to build sufficient career capital, we have to look at the skills required to master any field to make a living.

The interesting part will be how I’m going to merge both attention-grabbing writing that increases engagement while respecting substantive writing.

Implications  
In order to have a long-lasting career as an impactful writer, I should approach writing seriously. Internalizing the elements of thought to give my content some guidance is a really good idea.