Political Science POLS BC3367   Professor Cooley
Transnational Kleptocracy   Fall 2023
Barnard College

Short Paper #2
"Reputational Risk and Reward: Two Sides of a Donor"

INSTRUCTIONS: You have been hired as an advisor by the development office of a prestigious university to research the background of a potential individual donor (you will have the individual assigned to you). This donor has a controversial past, as she/he has been implicated in corruption scandals, but also maintains a global profile as a cultural patron and philanthropist. Please take about an hour to conduct some initial open-source research about this individual, their political/business past and any major controversies they have been implicated in.

Your writing task is in two steps.

STEP 1: Use Chat-GPT to construct two distinct 750-word profiles for this donor: The first profile should be in the voice/role of a public relations firm that has been hired to actively manage the reputation of this individual and present a flattering public portrait. It should note the major achievements, accomplishments and any international recognitions of this individual that would make them an attractive donor to the university; the second profile should be written in the voice/role of an international human rights or anti-corruption watchdog that offers a critical assessment that details the major controversies and/or corruption scandals in the donor's history.

Please take the time to experiment with multiple prompts for each output until you are satisfied with the output of both profiles; provide as much detail in your prompts as possible. Before each final profile that you submit, make sure to record the exact prompts (and sequence of prompts) that you used for each voice.

STEP 2: Now, write a 750-word comparative analysis (without using Chat GPT) that assesses the comparative strengths and weaknesses of these two AI-generated memos. Please consider:
- What specific examples did each prompt produce? What sources or evidentiary base did they draw upon? Any types of sources that are lacking or missing?
- What devices, imagery or detail gave each of the assigned roles its authority or style?
- Is one of the memos more convincing or effective than the other? Why?
- Finally, give your own concluding assessment: based on the quality of these two memos, how would you advise the university to proceed? What be the major reputational concerns and what issues would you recommend be explored in greater depth?

Your final submission should include:
1. The prompts and final text for each of the profiles.
2. The comparative analysis of the profiles.

All papers are due via Courseworks Assignment Memo #2 by 10:00am Monday, **October 23, 2023**. As with your previous memo, each seminarian will provide a 3-minute overview of their

writing experience in class and, time permitting, field a question or two from the other seminar members.