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Let's Dream Again America

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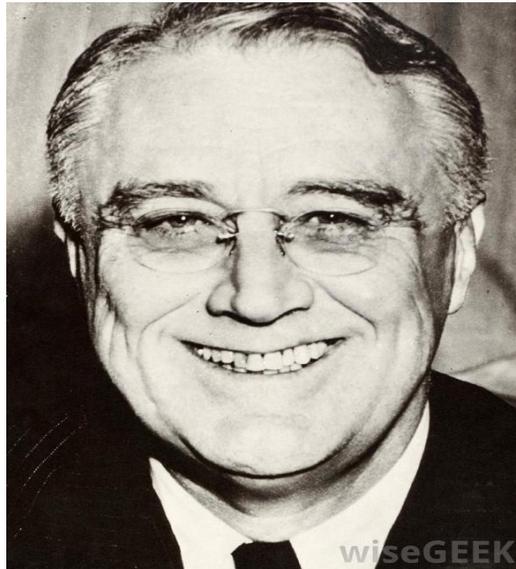
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Let's Dream Again America



Luke Eicher

Senior Capstone

Division of Humanities and Communication

Spring Semester 2016



FDR- Personal Hero 1

Luke Eicher

Senior Capstone

Practice and Professional Ethics

Persuasive Essay

Dr. Lee

Division of Humanities and Communication

Spring 2016

Dedication Page

I would like to dedicate my senior capstone project to my father **James M Eicher**.

He is my hero in life and one of the best people that I know. I couldn't have been given a better role model to model myself after. The power of positive thinking is a lesson that he expressed to my sister and I on a daily basis. He would never let us use the words quite or can't because he truly despised the impact these words have on an individual's work ethic. Without him I would have never finished going to school and wouldn't have had the chance to write this essay. He is the reason why I chose to write about the importance of the American dream, because he has accomplished it for himself. By doing this he has shown me the beauty that life can be if you work hard enough, stop at nothing to accomplish your goals and always live life in a positive mindset.

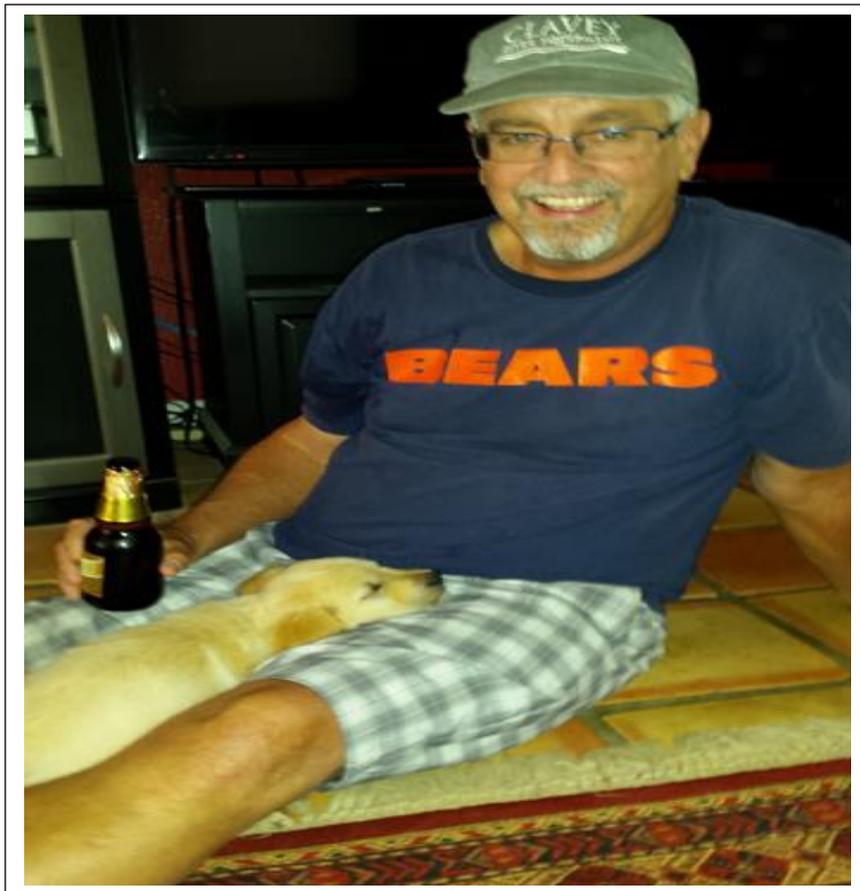


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Senior Capstone Project Proposal

1. Luke Eicher Human Communications Major with a focus of Practice and Professional Ethics
2. I want to focus my project on class, and socioeconomics. I plan on doing a research essay based on the disappearance of the middle class and focus on the whether or not the American Dream has disappeared.
3. In HCom 475- We are studying a theme focused on race, class, and gender. We are studying the privileges, and marginalizations that go hand in hand with any of these three areas of study. Within my research I will be defending the importance of the belief in the American dream by its own citizens. Also I will be explaining the negative impact that occurs when a group of people choose to give up and not dream.
4. I will be doing a persuasive essay arguing the importance of understanding, believing and carrying out the ideals of the American Dream. The American dream promotes the most important aspects of what it is to be an American. The American dream enforces that all citizens are and will remain free because without freedom there is no American dream.
5. I am going to do a persuasive essay because it has always been my favorite style of essay to write. I feel like I can really get into arguing the idea that the American Dream still exists. I will be forming arguments that support the idea that there is still an American Dream to be had within our country.
6. Title: Let's Dream Again America
7. With the persuasive essay I will be focusing on the definition of the American "Dream" and providing evidence and arguments supporting the American Dream is still alive. Also I will show the impact of not believe in the American dream and how it correlates to the lack of voters participating in our elections. There are millions of people around the world attempting to become a US citizen either legally or illegally, all of which are coming here with a specific dream to make a better life for themselves and their families. The specific ways people create businesses, and hold on to them have changed but the idea that you have the chance to improve your life still exists.
8. Hours of research about why there is such a negative mindset about America sweeping through my generation. Also research that supports my argument that the American Dream still exists.
9. I will need to be able to be comfortable in interviewing people, as well as asking personal questions that attain to the reasons for my fellow employees came over to this country. I will need great researching skills to get the amount of statistics and evidence needed to support my argument. I will need the support of my fellow employees and peers at both work and school.

10. I will need to do lots of reading and research on the disappearance of the American Dream. I will have to have a full understanding of what the original idea of what the American Dream entailed. I will have to interview specific family members, friends, and outside sources about their jobs or careers, and what their ideas of what they believe the American Dream is. I will also have to study the class system that is defined in the American economy.

11. ?Timeline-

Feb 17- Proposal

Feb 26- Final Proposal, Decided on a persuasive essay arguing that the American Dream is still alive

March 5- Outline, Have interviewed at least two people from work that have come here from outside the country. Get their thoughts of what the American Dream means to them.

March 10- Interview my father and get his story of his career and how he came to find it.

March 20- Have intro, and direction of body of essay

March 28- Finish first draft

April- 5- Start annotated bibliography work on all annotations

April 10- Submit my first draft to a few trusted people to help me edit and review my entire essay

April 15- Fix everything that needs to be fixed from my peer reviews.

May 20- Capstone Presentation

May 21- Turn in all work

Let's Dream Again America

The things that will destroy America are prosperity at any price, peace at any price, safety first instead of duty first and love of soft living and the get-rich-quick theory of life,
Theodore Roosevelt.

In our country we suffer from so much negativity and fear that it makes us seek comfort and stability over achieving our biggest dreams and aspirations. It seems as though we as college students, attempting to graduate, are constantly facing remarks, news reports, internet blogs and websites, all dedicated to telling us that we can't find a job or succeed better than our parent's financial success. I find myself surrounded by many college graduates who are either not employed, or are still working their same college jobs. So much media coverage is focused on the amount of college students who are stuck working low wage jobs, or jobs that aren't focused in the degree they earned after graduating from a promising university. An article from "Forbes" found a national poll that stated 44% of college graduates are working in low wage or dead end jobs. This millennial generation faces a tough challenge being that by 2020 we will surpass the baby boomers for the largest generation in the history of the nation. This will result in our generation making up 47% of the labor force. The current millennials entering into the labor force are experiencing the impact of a limited job market with more competition for a job than ever before. The struggle for those who earned a degree to find a decent job related to their field of study is a leading cause for the idea that the American Dream is fading away. To define the American Dream one would find that in order to achieve it one needs to be tough, motivated, willing to fail continuously, and willing to dedicate one's life to accomplishing their own personal dreams. It promotes the greatest things in the world, imagination, creativity, and determination. With imagination, creativity and determination comes invention and innovation,

which sparks opportunity for competition to continue to push for a better way of life resulting in a stronger and healthier country. This is what creates a striving society. Perhaps the most misunderstood aspect of the American Dream is that everyone who is a citizen of this country is entitled to it. No one is entitled to achieve this American Dream but everyone has the right to fight and work their entire lives to get it. The belief that it does not exist because it is too hard to obtain means that the dream itself is not fully understood. Again no one is entitled to it. Being a citizen only promises the freedom to fulfill your own dreams or your own pursuit of happiness, it does not hand you the golden ticket to it. The freedom of choice is really what the American dream represents. If you want to be a bum and live that life you can, but the great idea of that is you have the freedom to do so. Now, if you want a house, family, cars, and a decent job then you have to seriously work for it. The definition of a simple life meaning happy, comfortable, and family oriented, really isn't that simple. It's actually very expensive. If your idea of the American Dream is to be financially comfortable, own a house, and raise a family; get ready to pay for it. In March of 2016, the US market overview showed that the median price of a home in United States is \$214,000. Using the USDA's child pricing calculator I found that the average child from the point of being born till their 18th birthday, living in a two parent household, whose combined annual income is between \$60,000 to \$100,000, will cost the parents an average of \$16,000 annually. After seeing the reality of those numbers it really puts into perspective the work and dedication it will take to accomplish having this simple life. In order to achieve your dreams sacrifices will have to be made, everything you enjoy outside your dreams has to be put second. If your status quo isn't where you want to be then personal changes have to be made, in order to have what you want to have or be who you want to become, change, and failure will take place. Doing the same things will get you the same results! Self-entitlement is exactly the

opposite of what the American Dream stands for. This sense of entitlement and misinterpretation of the American Dream affects millions of Americans, especially those in the middle and lower class families. These families are affected the most by this because of what the American Dream promotes. **If we already live in a nation that is so tough to improve one's class in society then losing sight of what the American Dream truly stands for will be a cancer too the everyday American citizen's ability to carry out their pursuit of happiness and contribute positively to both the American economy and society.**

Inspiration is the key to having a society that is focused on the better wellbeing for "all" and not just the individual. An inspired society all focused on the same goal of bettering "themselves" will contribute to the overall goal of improving employment, and opportunity for everyone that lives within it. In America today we hear about the 3, 90 statistic all the time. The 3, 90 statistic meaning 3% of the population contains 90% of wealth, leaving the rest of 97% of the population competing for the remaining 10% of the economy's money. True this is a pretty extreme statistic but let's understand a little bit more about those numbers. While a small portion of people are controlling a large portion of wealth keep in mind that 76% of the working population for at least one year will find themselves in the top 20% in annual earnings. While most of the top 10% richest people or families in America will fluctuate all the time there is a class of people who always remain at the top. The 1% earners are people such as Bill Gates, Steve Jobs, Warren Buffet, the Waltons, Zuckerberg, and the Koch family. There is much negativity focused around the idea of these 1% earners just because they earn so much money annually compared to the average American. I couldn't imagine America without these people. Bill Gates and Steve Jobs' families are both beyond imaginably wealthy, which can be seen as ridiculous that a nation as large as ours has an economy that is primarily backed up by such a

small percentage of the population. The question then falls to; what would America's labor force be backed up by if this small percent didn't exist? Living in northern California my whole life, Silicon Valley has been a prime example of the type of success that comes from two specific individuals creating their version of the American Dream. Without the establishment of the Microsoft and Apple corporations, the Silicon Valley and Bay area would never have established the type of economy it now has. Silicon Valley has become a significant factor to the recovery of California's economy after the recession ended in 2009. As of March 18, 2016 the San Jose/Silicon Valley employs a labor force of around one million people. This is the 8th largest labor force in the state also the Silicon Valley marks 3rd in the state for employed labor force compared to the unemployed. Microsoft and Apple, as corporations go far beyond the Silicon Valley and have created and are exponentially creating more jobs throughout the United States and the rest of the world. Remember the roots of where these amazing corporations came from; Apple was started in a guy's garage and Microsoft at a small software company focused on making simple software interpreters. These types of accomplishments are the result of the beauty of what the American Dream promotes. Within the capitalistic system that our economy is driven by there has to be people who do better than others, and the positive outcome to this is the fastest and latest forms of technology are produced. This competition to be the best is what creates the most successful corporations and allows for its citizens to have a choice between different products. By allowing competition to drive the market our nation opens up more opportunity to provide a labor force that can put the nation to work.

Where the true negativity falls is the idea that politicians, the people who control the government, don't focus on bills or laws that benefit the average "American" but rather the top 3% earners. This is because these top 3% earners also happen to own or benefit from the giant

corporation's success. This means if a politician wants financial "backing" they will have to propose bills that benefit those with the most money. Which leads us to another interesting government policy which grants corporations the same rights as an "individual" when it comes to financial spending. This is the idea of corporate personhood. Corporate personhood means that a corporation is seen as an individual both socially and financially. Supporting specific bills or laws financially means they have the same freedom to do so as the average American. This forces politicians to back bills and laws that won't benefit the everyday American but rather the corporation itself. By "definition" these laws are stating that America sees money as an equal to voice. Now if you're the average American working for a major corporation and you believe your executives should be paying a higher income "tax" than you because they make three times as much annually. Your voice won't carry as much weight, because you the individual don't represent as much power as an entire corporation of voices. Who makes the choice when voting with the corporation's voice that is the job of the CEO's. The corporation will always choose to go with what keeps the most money in the stock holders pocket and if changing tax rates increases spending then there will be no support given. By law, a corporation has limits just like the individual when it comes to directly financially backing a specific politician's campaign but it can put earned money in a separate fund which are called PACs or super PACs (particularly single-candidate) that can then be submitted to a specific candidate. Now, corporations can only use these PACs for a political gain that would be a benefit to the corporation, not for the CEO's or executive's own personal gains. That is really the only restriction that corporations have compared to the individual. Individuals and Corporations are only allowed to donate up to \$5,200 per year directly to a candidate's campaign but are allowed unlimited transactions when donating to a PAC or a Super PAC. Candidates can see who contributes to both the PACs and

their individual campaign, which is why corporations or the top 3% earners control a huge part in a campaign's direction. If candidates are able to see who is giving them the most amount of money then obviously they will choose to support specific bills and laws that benefit those corporations or specific individuals the most. The impact of what corporate personhood has on the average American is what I believe has contributed to the growing percentage of citizens who are not voting.

The effects that result because of corporate personhood has robbed the overall voice of the people and forced the people into believing that their vote doesn't have any merit. The lack of merit people feel in their vote contributes to the falling percentages of citizen's voting. These falling percentages show a direct correlation with the falling sense of the American Dream. Citizens that make up the middle and lower classes are a specific area where the percentage of voters is falling. These classes also make up for the largest percentage of people that struggle to better themselves past their parent's financial success. The reason for this is because the lower and middle class families are born into a situation where there is a class above them. While those born into the upper-class are already in the top realm of society so the push to better oneself financially turns more to maintaining stability. Perhaps one of the greatest speeches given throughout American history was given by John F Kennedy in 1961, during his inauguration speech. He erupted emotion in America. Where are these feelings now? Kennedy challenged the American youth and the generations to come while he gave that speech. People felt important, a sense of purpose, and inspired to be an American. The word challenged is truly meant when I state that Kennedy challenged the American youth. John F Kennedy knew this was not going to be an easy task by any means but he truly believed in the American Dream and that people are naturally good and want the overall betterment for society. Kennedy never lacked faith in the

American people and promoted all those who wanted to inspire, lead, and preach for a better world. Perhaps the most memorable lines within the whole speech were “And so, my fellow Americans: ask not what your country can do for you — ask what you can do for your country. My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man.” This freedom of man that John F Kennedy proposes to the citizens of the world is the underlying framework of the American Dream. If you believe in freedom for all then you believe in what the American Dream promotes. The sense of worth that Kennedy instills in the American people when he asked what they could do for their country, liberated them. If people feel like they matter, like their voice will be heard, or their votes carry merit then they will participate in the political process. The belief that the American Dream is dwindling is poison because if the belief itself disappears so do the actions that take place while striving to achieve it. Without the fight for the dream, we as American’s could not call ourselves a free country. The American dream promotes freedom, and freedom is what allows us as Americans to achieve our dreams and live out our own pursuit of happiness. In 2012, America had its last presidential election, only 53.6% of the population that was eligible to vote chose to participate. Putting that in comparison to other developed nations around the world America falls to number 31 when looking at voter turnout percentages during national elections. This means that our country during its most important election is barely getting the majority of the population that is allowed to participate in the political process, to actually do so. To show more evidence of the correlation between the belief that the American Dream is dead and the effect it has on voter turnout, I found an article explaining a nationwide poll that was released by Harvard University that centered on the millennial generation. The article explained that when asked the question “For you personally, is the idea of the American Dream alive or dead?” 48% of those that

responded wrote “dead” and 49% wrote “alive”. Our 2012 Presidential election had a voter turnout percentage again of 53.6% which was close to the percentage of those millennials that do believe in the American Dream. This means that the percentage of eligible voters that did not participate in the political process was 46.4% which is again close to the percentage of millennials that believe the American Dream is dead. It is scary to think about knowing that the half of the nation’s largest generation of people ever believe that the American dream is dead. What does this say about the future of our country? Where do these negative ideas spawn from; the same people that have taught us everything else in life. The negative view that older generations have towards us millennials plays a major impact in our own belief of whether or not we can be successful. Somehow through the technological advances that have brought us computers and mobile phones, combined with our extreme ease in using this technology, the older generations have found a way to make it seem as though the millennials are a generation of lazy and impatient individuals. “This is the generation that is completely spoiled, they don’t want to work hard but they really want to succeed, their lazy and entitled, unmotivated and lack loyalty.” These are just some of the few negative remarks I hear from older businessmen about my generation while I am working late nights in the hotel bar. The whole time they are ripping on generation an alarm rings in my head telling me don’t worry because tomorrow is mine. This lack of faith in my generation does nothing but hurt our country. Putting down the generation that is already facing an uphill battle when it comes to the job market only furthers the belief that the ability to achieve the American Dream is impossible. Regardless if we as millennials are ready to take over the job market or not, it is happening. If you want to keep putting us down, calling us lazy and unmotivated just remember tomorrow is coming. Meaning eventually as millennials we will be the labor force of this country, we will be the frontrunners of this

economy, we will lead this country, and we will be in control of it. Don't put blame on those who have not had the chance to make a difference for themselves. Keep in mind as millennials we are only living in the world the rest of the population has created for us. This quote from Franklin D Roosevelt supports the idea to care for the youth of America "We cannot always build the future for our youth, but we can build our youth for the future." The overall negative outlook on my generation needs to stop and be replaced with inspiration, leadership, and commitment to bettering the youth of our country. What does this mean for the future of our country and the generations to come? Are we giving up on them? These are the questions that we as a generation together will need to answer. One thing that remains certain to this country is the need for the millennial's to take responsibility in their right to vote.

In the inauguration speech, John F Kennedy stated "All this will not be finished in the first one hundred days. Nor will it be finished in the first thousand days, nor in the life of this administration, nor even perhaps in our lifetime on this planet. But let us begin." As a nation it's time to realize that if change is going to happen it won't be overnight or maybe not even in our lifetime but either way it can only happen faster if we start now. As more people get involved in the political process the voice of the average American grows stronger. This is another area where the American Dream can again apply. If less and less people are voting then the voice of the average American is limited. Instead of running away from voting because of this feeling of insignificance, we should be using this feeling as fire to push ourselves to become as involved in politics as we possibly can. Examples such as forming better solutions for issues dealing with "corporate personhood" are reasons for American's need to become involved rather than give up. Being able to stand up for your beliefs, and the ability to vote are two key aspects of the American Dream. This quote by John F Kennedy supports the idea that as citizens we need to

partake in the political process or a positive change will never happen. “Economic growth without social progress lets the great majority of people remain in poverty, while a privileged few reap the benefits of rising abundance.” Social progress can only be made if the majority of the population uses their voice and works for progress. Giving up hope in our political process helps no one, and hurts many. By standing in silence we let the giant corporations and the privileged few, make the important decisions that affect our lives. In order make a difference the rest of us 97% that are outside the privileged few need to educate ourselves in politics and vote! The majority of the population can raise a big voice in congress and make a difference but first we have to get started. Instead of sitting around trying to find a million things or people to blame, it’s time to get a mirror and point the finger at it. Abraham Lincoln so simply explained the outcome of individuals not voting “Elections belong to the people. It's their decision. If they decide to turn their back on the fire and burn their behinds, then they will just have to sit on their blisters.” This will be a long fought battle especially with the current state that our political system is in right now; but it is one that can only begin if we change the way we commit ourselves to the political process. While taking part in our political process one must be willing to experience defeat over and over but continue to strive in every way possible to get what they believe heard and accepted.

If the American Dream doesn’t exist neither does the idea of capitalism. Capitalism is the foundation of the American economy. Since 47% of the millennial generation doesn’t believe in the American Dream and the current unemployment rate for people of the ages 18 and 30 is rising, it is obvious to state that the current negative social dogma is hurting our generation's ability to earn a job. For those 47% of millennials who do not believe in the American Dream my question is what’s your plan? Your solution? If the answer is to just give up and drop our current

system and adopt something else, then what else? Communistic, Socialistic, styles of government could be an answer. The statistics show though that even the largest and most powerful communistic or socialistic styled governments, have an economy that is driven by capitalism. China is a great example of a country that is considered communistic but whose economy is completely reflective of a capitalistic one. Nations like China that adopt capitalistic type economies experience massive periods of growth and development, as well as better lives for their citizens. This quote from the trusted educational website titled, *The World Bank*, gives statistical evidence of the type of benefits that developing nations experience from Capitalism. “Since initiating market reforms in 1978, China has shifted from a centrally-planned to a market-based economy and has experienced rapid economic and social development. GDP growth has averaged nearly 10 percent a year—the fastest sustained expansion by a major economy in history—and has lifted more than 800 million people out of poverty.” Perhaps the most convincing proof for capitalism being the best system is the idea that the United States stuck with the system after the stock market crashed in 1929. There has never been a more appropriate time to change our economic system then right after the Great Depression but instead even after the system itself failed, America stuck to it. This brings me back to my question directed at that 47%, if not the American Dream then what? If there is no better system than the current one we have, instead of giving up, it’s time to take action. If we need to change something within our system lets do it. Let’s vote and mold our system to fit the generations of today and create a stronger and more efficient labor force.

After the great depression and Hoover stepped down from office, the American public experienced the worst period of unemployment in history. In 1933, three years after the stock market crashed Franklin D Roosevelt took over as president of the United States and faced

possibly the toughest presidential term in American history. When he took office he brought with him a positive, motivated, and fearless aura. He knew how tough this challenge was going to be but he also was enthused to begin the process because otherwise he saw a nation that would lose itself completely. He understood the impact and power of positive thinking. During his “fireside” chats with the nation he would inform, unite, and keep the citizens of America in the loop and give them a feeling of comfort. After the country had just experienced its biggest financial crisis ever the trust in banks was at an all-time low. Millions of people were hoarding their money in their houses, under their beds, buried in yards, etc. March 12 1933, President Roosevelt delivered his first of about 30 “fireside” talks, which means he spoke to the country through the radio as if he were sitting in the room with each person. On his first speech he led with these words “I want to talk for a few minutes with the people of the United States about banking.” He followed by explaining everything that went on with the banks and the US economy during the market crash, then he went on to explain his plan for the “Banking Holiday”. This “Banking Holiday” was literally the closing of all banks across the entire country. No one could purchase or sell products, or withdrawal money, for the entire day. With this Roosevelt asked the nation to come together the very next day and take all their hoarded money and put it back into the country's banks. By the feeling of comfort, positivity, and motivation Franklin D Roosevelt was able to get the country to unite together and back up the United States economy and begin the long and hard process of making forward progress. When asked by a reporter if he were scared about taking office because he could either be remembered as one of the greatest or the worst presidents in history he responded with the strong words “I am not scared because if I fail I will be the last”. This single man was the symbol of a nation that was ready to fight and get back up on its feet. This country’s citizens were able to overcome an unemployment rate of 33%, around 15 million

people jobless, all because someone stepped up and reminded the country of a dream. The true belief in the power of positive thinking and the intense determination of one man, lead this nation to unmeasurable amounts of progress and eventually out of the country's worst financial crisis ever.

JFK'S whole vision for restoring America promoted public service and encouraged people to become a part of it. My father, who is one of my biggest heroes in my life, chose this route rather than to work for consultants. He works for the Bureau of Land Management as a regional manager out of Sacramento area, he is one of the most passionate people about environment conservation and restoration that I have ever met. He truly specialized in focusing on wild and scenic rivers and making sure they are federally protected from being dammed up. Part of his American dream is knowing that he made a difference in our country's future for the environment and that generations to come will be able to use and enjoy the nation's public lands and waters. He has fought many times in court against lawyers who are paid by the Federal Energy Regulatory Commission and won even though he is not a lawyer himself. A great part of the American dream is that it encourages you to take your dream as far as you can go and to change things. For my father part of his overall dream was to make a difference and that is something that he can proudly say he did. The views on public service today are at an all-time low. Being a public servant today is viewed by many as somebody who isn't qualified to work in the private sector. Many look down at those who have carried out JFK's vision to sacrifice and choose professions that involve public service. Hop on Facebook, Instagram, Twitter, or any other leading form of Social Media and you can get a clear view of the negativity that is focused around our nation's policemen. If the overall view of working for our federal government or state governments is negative what is going to push for more qualified workers to apply? By having

the more qualified workers moving to the private sector we end up creating a less strong federal or state government. What are the incentives for highly qualified workers to come to the government and take a pay cut? My father is one of the few that is proud to do so, he has his masters and could have made a lot more money in his life by not working for the federal government. Instead though he has a passion for the environment and made it his dream to defend it. JFK was the last president to instill the sense of pride for public service. Working for the federal or state governments used to be something to hang your hat on, something to feel pride and honor about doing. It has changed to being seen as someone who is ok with average. Creating a more accepted, positive view in the careers that involve public service will bring more highly qualified workers to apply. The more qualified the workers that we can get to work for our federal and state governments means the more quickly, and efficiently things will get completed. Also by creating more qualified working governments our country will save money. The money that is saved could be reinvested into government wages creating for more incentive to bring in more qualified workers.

With the million different issues that are going on around the world and even within our own country it can be easy to go along with the majority of the population and complain. Be a trend setter, be positive even if what is around you seems so negative. By finding the positive side of everything, the world that you experience will always be positive which will eventually attract positive things such as careers, and meaningful relationships. Positive thinking is the first step into believing in oneself to be self-made and in progression of accomplishing life goals. By using the power of positive thinking one will find themselves seeking the American Dream. In a positive state of mind understanding what the American Dream promotes becomes increasingly easier because one will be open and ready for the opportunities that arise. Being consistently in a

negative state of mind one would not be able to understand the true idea of the American Dream. The main ideas that make up the American Dream are the freedom of choice, and the opportunity to do what you want with your life. Therefore by always remaining in a negative state of mind one would be blind to the positive opportunities that are available to them. The American Dream is possible and the opportunities for success are available to everyone. For some, financial success may be easier to obtain than it is for others, and that is just life. Life is not equal or fair, but here in America we are blessed to live in a country whose foundation is built on the promotions of freedom. Meaning that although some may find success easier than others, if making a lot of money is your life's goal here in America you are allowed to devote your life to that. If the majority of the population wants a redistribution of the wealth that makes up the American economy then we need to vote. Voting is our countries way to change, we need change and that is obvious. We need many changes here in this country and while those areas can be negative to look at, keeping a positive mind set will allow us to see a clear path to begin. Remaining in that negative mindset and complaining will only waste more time. Believing in this country and the dream that it allows you to live out will both benefit your own personal successes as well as the overall success of this country. With a positive mindset across the country we will see a growth in the sense of pride for those who are public service agents. Which will bring in more qualified workers to our government's programs and create a smoother flowing government. The American Dream needs positive thinking to become a reality and because the American Dream is a personal thing, positive thinking needs to be done on a personal level. Be positive, dream, set goals, build an extreme work ethic, prepare to fail, and love your life. By doing this you will find yourself not blaming anyone but rather thanking this nation for the life you have been able to create for yourself. The American dream is yours and it

depends on you to create it, but here in America you are encouraged to do exactly that. Ill finish with this last quote that is just one of my own personal favorites because it's meaning inspires us to better ourselves in everything that we do and by doing so we will lead others to do the same.

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.” Marianne Williamson.

Annotated Bibliography

Source 1.

Butler, Stuart M. "Can the American Dream Be Saved? Publications National Affairs." *Can the American Dream Be Saved? Publications National Affairs*. Heritage Foundation, Web. 09 Mar. 2016.

Summary: Questions whether or not that the American Dream is still alive, and goes into detail explaining how we are to look at a statistic like this. Since the definition of the American dream is a result of thousands of different statistics Stuart points towards education, economic mobility, and the three forms of capital. He looks at social, financial, and human as different forms of capital.

Evaluation: This source helps support my argument of an American Dream that is not dying but is simply changing with time. The author makes the argument that the American Dream isn't a promise like so many people feel they are entitled to today but rather its an opportunity. Stuart believes, like I do, that you have a chance in America to make something better for yourself and family and as well while it may come easier for some then others but the opportunity to succeed and FAIL still exists.

Source 2.

Carnegie, David. *How to Win Friends and Influence People*. New York: Pocket, 1981. Print.

Summary: This book was amazing I would recommend it as a class reading for every HCOM class. It is countless examples of stories of people's success and their different forms of communication that got them there. It ranges all over the map from rich people to poor people all attaining some life goal, or huge life achievement. The author speaks clearly to the reader in the ways they can use these specific communication techniques to get them to the life they have been striving for in their professional and personal lives.

Evaluation: I will use this books many success stories as forms of American Dreams being reached through the ways of communication. The old idea of the American Dream was if you work hard enough and play by the rules you will achieve success in life. In our world today with so many different people in the workforce, women and different ethnicities, working hard is only one part of the recipe. Communication between all has become so much more important in our world especially in the professional levels.

Source 3.

"American Dream." *International Encyclopedia of the Social Sciences*. Ed. William A. Darity, Jr. 2nd ed. Vol. 1. Detroit: Macmillan Reference USA, 2008. 96-97. *U.S. History in Context*. Web. 9 Mar. 2016.

Summary: This was a simple history of what the American Dream has been in the past and how it has been changed in small ways over time. It had a definition of the American dream "The term [American Dream](#) traditionally has meant the ability of all Americans to attain a better standard of living, including owning a home and an automobile, and having access to higher [education](#)."

Evaluation: This also helps support my idea of a changing American Dream or a changing way to achieve it. I like having a traditional definition to keep in mind of what the original American Dream was. Knowing the history of the American Dream and where it emerged from can really help me prove where it is now and exactly how do we define it as a country?

Source 4

Bruno, Carson. "The Meaning of Silicon Valley to California's Economy." *Real Clear Markets*. N.p., 5 Nov. 2015. Web. 9 Mar. 2016. <http://www.realclearmarkets.com/articles/2015/11/05/the_meaning_of_silicon_valley_to_californias_economy_101876.html>.

I really like this article because I find the growth and development of the Silicon Valley fascinating. It has been one of the most profitable regions in the entire country and the world. I was able to gain a lot of proof as to how the silicon valley was affected by both the Apple and Microsoft Corporations. This article really went into statistical data about the Silicon Valley's success among other areas of California. It showed how after the housing market crashed the Silicon Valley was a key factor in bringing California out of its debt.

Source 5

"China Overview." Infographic. *The World Bank*. N.p., 6 Apr. 2016. Web. 11 Apr. 2016. <<http://www.worldbank.org/en/country/china/overview>>.

This source really helped me discover how much china has benefited from changing to a capitalistic type of system. This is one of the most important points in my essay. There is no better system then the one we currently have. While it might not be perfect it is the one that works and if we want to change specific things about it then we can by voting but throwing away the Capitalistic system can't happen

Source 6

Desilver, Drew. "U.S. voter turnout trails most developed countries." *Pew Research Center*. Fact Tank, n.d. Web. 19 May 2016. <<http://www.pewresearch.org/fact-tank/2015/05/06/u-s-voter-turnout-trails-most-developed-countries/>>.

This article helped me in my paper while i was arguing that being as powerful as a country as we are in America we should be producing a higher voter turnout percentage then almost all other countries. We were the first country to develop a system of government that has been repeated time and again by reforming countries around the world.

Source 7

Dun, Allen. "Average America vs the One Percent." *Forbes*. N.p., n.d. Web. 6 May 2016.
<<http://www.forbes.com/sites/moneywisewomen/2012/03/21/average-america-vs-the-one-percent/#2b89f67711a8>>.

This was a very helpful website because it offered me a lot of insight as to how much of the economy is controlled by who. I know that the website is 3 years old but it still offers relatively the same statistics to that of today. I read Forbes articles online a lot and I always enjoy pulling statistics off of their website. This specific article was very helpful to my essay as I had around three pages worth of information describing much of what is in this article.

Source 8

Fields, Liz. "Young People Are Poorer, Jobless, and Believe That the American Dream Is Dead." *Vice News*. N.p., 12 Jan. 2016. Web. 19 May 2016.
<<https://news.vice.com/article/young-people-are-poorer-jobless-and-believe-that-the-american-dream-is-dead>>.

This website showed more of the negativity that is circling the youth of America. We live in a country that has an unemployment rate of 5% currently just so everyone keeps that in mind. Yes the youth does face a tough challenge entering the workforce today. I don't believe it was any harder the when our fathers and grandfathers were drafted into wars and shipped over to other countries to go to battle.

Source 9

Levy, Gabrielle. "How Citizens United Has Changed Politics in 5 Years." *U.S. News and World Report*. N.p., n.d. Web. 19 May 2016.
<<http://www.usnews.com/news/articles/2015/01/21/5-years-later-citizens-united-has-remade-us-politics>>.

This was one my favorite articles to read about because I think that corporate person hood is something that has to change. My generation has a good chance at fighting against it seeing as how we have the largest generation in history entering into the voting process. This article gave more insight on the subject and allowed for me to have statistical evidence.

Source 10

McCormick, John. "Nearly Half of Youth Say 'American Dream' Is Dead: Harvard Poll." *Bloomberg Politics*. N.p., n.d. Web. 19 May 2016. <<http://www.bloomberg.com/politics/articles/2015-12-10/nearly-half-of-youth-say-american-dream-is-dead-harvard-poll>>.

This was an article that made me realize just how down on America a lot of citizens are. Especially those that make up the millennial generation. It offered me statistics that helped me show the correlation between the sense of loss in the American dream and percentage of citizens voting. This was really shocking to read that 50% of my generation does not believe the American Dream is possible.

Source 11

Silicon Valley Region. Map. Silicon Valley, 2015. *California Center for Jobs and the Economy*. Web. 17 Mar. 2016. <<http://www.centerforjobs.org/profiles/cccco/silicon-valley/>>.

This was very helpful because it was strictly statistical analysis about the Silicon Valley. This allowed me to use numbers to also help with my arguments.

Source 12

"Theodore Roosevelt > Quotes." *GoodReads*. N.p., n.d. Web. 11 Apr. 2016. <http://www.goodreads.com/author/quotes/44567.Theodore_Roosevelt>.

This source was useful for finding direct quotes from Teddy Roosevelt. I used one of the quotes in order to begin my whole essay. I like the specific quote because it set the tone for my point of view, as well as the direction of my essay. I read many of the quotes on here and it also helped just to form more opinions throughout my essay.

Source 13

Tobak, Steve. "Is the American Dream Dead?" *Entrepreneur*. N.p., 17 July 2015. Web. 19 May 2016. <<https://www.entrepreneur.com/article/248421>>.

This was a very refreshing article to read about for me because the author has the same feelings as I do towards defending the American Dream. I loved the way that the author went about this article by explaining that he will defend the American Dream no matter what. This author is a case of when something doesn't work out for you the first time the last thing you do is give up and the first thing you do is think to yourself how can I better myself after this failure to do better next time.

Source 14

"US Existing Home Median Sales Price." Infographic. *YCharts*. Subaru, n.d. Web. 19 May 2016.
<https://ycharts.com/indicators/sales_price_of_existing_homes>.

This was the website that offered real analysis of housing prices from today all the way back to the 60s. This website allowed you to play with the graph to see the differences in prices over the years

Luke Eicher

Dr. Lee

Capstone

5/20/2016

Synthesis Essay

I have contributed to my HCOM 475 by presenting at the beginning of the semester all by myself in what was supposed to be a partner presentation. I presented about the inequalities that are face by women both of color and white women. I guided our group discussion to make sure that we stayed on the topic of gender. Throughout the semester I have asked many different types of questions while in class either to a specific person trying to get a conversation started or asked the class a general question. Many times I would engage in a debate or a conversation going back and forth about a specific subject. I really have an interest in the economy and the politics that are caused by the different swings in the market.

There have been many occasions where I had to work independently in this class seeing as how we ultimately were creating a personal project. I had to work

together with my partner when we were to present about gender but I believe that my partner ended up getting sick so I didn't get to work with her on that assignment. As for the project I chose to work with many of my friends that are in the class. Since this class was so much work to complete and had so many different items to finish I spent many hours with Jessica, Shannon and Damien. While we were all working on separate projects we each helped each other out with anything that we could. Damien had sent out questions to everyone to answer and I made sure to answer them the first day he released them so that he had as much time as he possibly could to work with his project. Without the help of Jessica and her keeping me organized I would have had a much more stressful time passing this class. I really enjoyed working on something for so long and now finally seeing the finished product is very satisfying.

Our sections theme was race, gender, and class and the inequalities and oppression faced by each. I chose to do a persuasive essay arguing that the American dream is alive. I took the position of defending the importance of believing in the American Dream as well as the impact that we will face as a country if we lose sight of it. The theme fits my topic because the issues that our nation faces today in the areas of gender race and class are all a huge factor to the overall negative view on America that is spreading across the nation. By

believing in what the American dream promotes brings you a step closer to achieving it because by believing in it you are deciding that it is something that you want or desire. By fixing our nations issues with race, gender and class we will see a united country all focused on bettering themselves in turn create a thriving country. Also because the American dream encourages you to better yourself in every aspect of life by believing in it you are agreeing to go after your goals in life. You are agreeing to experience failure, but also agreeing to truly feel the type of happiness that comes from accomplishing your life's goals. The imagination and freedom that the American dream promotes, is not offered to only rich white males, but to everyone who is considered a US citizen. I agree that our nation needs to fix its issues with race and gender but to say that there isn't progress being made is crazy. Our nation has come so far and accomplished so much in the areas of freedom and equality, by no means are we done fighting. It is important though to find the positive sometimes even if there is still so much negativity because otherwise what will push anyone to move forward.

My senior project met criteria by being the correct length that was require for research essays. I also followed along with the capstone theme and was approved to do the project I did. I made sure to have a fully annotated bibliography and a long listed one at that because I know the importance of being

well sourced. I also chose to do a project that I found true passion in writing about and creating. I spent hours and hours on this project but not for the grade instead because I found a passion inside me to get what I wanted out on paper.

Resume

LUKE EICHER EICHER

671 Barth Court, Marina, Ca 93999 | (916)-217-8207 | lukeson@sbcglobal.net

SUMMARY

Hello my name is Luke Eicher and my goal while working here is to provide excellent customer service as well as be a part of a confident and excited team of employees.

COMPUTER SKILLS

- I can use or learn any POS system that is available
- I am 100% confident in using any of the Microsoft office tools
- I am 100% confident in using any email or instant messaging system
- I know how to put together any social media page that is offered

EXPERIENCE

3/5/2016/to
Currently

Sales and Marketing Representative- Servpro of Monterey Peninsula

- As a Sales and Marketing Representative I develop all the sales routes, calls, follow ups and lists. I also go out into the field and make sure that my presence is well known around my building network. I primarily market to Insurance agents, property managers, and facility managers.
- As a Sales and Marketing Representative I also am in charge of all the social media work, building, maintaining and syncing all the pages together as well as making sure they all run through Servpro's corporate website.

Busser, Bar Back, Trainer, Schooners Coastal Kitchen in the Monterey Plaza Hotel and Spa

10/2014/to
Currently

- As a busser at Schooners we are held to the up most quality of serving to our customers. The Schooners restaurant is a Forbes recognized four star restaurant. I have been trained in fine dining setting and serving, as well as trained to have excellent customer service.

Phone Number: (831)-372-2628

Server, *Sky Sushi*

02/2014 to
08/20/2014

As a server at Sky we were to be able to recognize and have knowledge on each of the 130 different rolls as well as all sashimi and nigari. We were to be able to keep the responsibility of being our own walking cash registers and keep on point with our POS system. Also it was required to have very good people skills and be respectful to all customers.

Phone Number: 916-941-6310

Manager Reference: Catherine 916-949-1825

01/11/2014 to 02/2014

Busser, Sky Sushi

As a busser at sky we were to have the knowledge of what each section of tables were called, be able to carry up to 45 pounds, be able to talk with customers, and help out the servers with anything they would need.

Phone Number: 916-941-6330

02/2013 to 12/2013 Krammer Events, San Luis Obispo, Ca
Assistant Lighting Tech, Lead Lighting Tech, Assistant Dj, Photo booth Attendant,
Warehouse organization
Phone Number: 805-544-9900

09/2012 to 02/2013
Sandwich Factory, San Luis Obispo, Ca
Cashier, Line Cook
Phone Number: 805-756-5950

09/2012 to 02/2013 Lucy's Juice, San Luis Obispo, Ca
Cashier, smoothie and shake tender
Phone Number: 805-756-5950

11/11 to 06/2012 Einstein Bros Bagel, San Luis Obispo, Ca
Line Cook, Prep Cook, Dish Washer
Phone Number: 805-756-1953

Education:

Oak Ridge High School Graduate, El Dorado Hills, Ca
August 2007- May 2011
Played all four years of baseball

Cuesta Community College, San Luis Obispo, Ca
August 2011- December 2013

California State University Monterey Bay, Seaside, Ca
August 2014- Till Graduation!

