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Press Kit

Explanation Paper

To begin, similarly to other assignments, the theoretical and multi-faceted character of the topic to which my blog is devoted made it difficult to come up with an event having both newsworthy and content-related aspects. Fortunately, being a major in International Affairs has provided me with a benefit of knowing many current political intellectuals, their key concepts, and paths of research. This is why I was determined to use this strength viewing happiness through the lenses of social sciences as a measurable social and political phenomenon.

On one of my political classes, I have closely studied Jeffrey D. Sachs contribution to the ideas of sustainable development and his book *The End of Poverty*. Luckily, I have found out that he also was the author of Chapter 7 of 2017 World Happiness Report issued by the UN. Being already familiar with his argument and general worldview greatly facilitated my research enabling me to link his observation of the declining American happiness to my blog. Besides, I was absolutely sure that he can serve as a celebrity to brighten my imaginary event since he is a world-known scientist and actual star of the economics in the past decade.

When choosing the place where to conduct the event, I used a mixture of personal experience and prior knowledge as well. I was aware that Well Over Fifty Festival did in truth take place in Budva in 2016 growing from Vladimir Yakovlev's book *The Age Of Happiness*. However, in order to make the situation of a more recent vintage, I have added the feature of annual occurrence to the festival. Furthermore, having spent six summers in Budva, I can fairly say that the locals enjoy high levels of trust and unity demonstrating almost perfect civil society and being ready to cooperate and help each other. It seems that all the three components of the event complement each other forming a broader more interesting picture: a bestselling professor talking about falling American happiness is invited to give a lecture regarding this problem to the festival

full of individuals who were able to identify how to be happy being now ready to share their experience while the city hosting the festival is deemed to be a sound example of a robust social capital.

Generally my goal was to present the issue of happiness as something scientific and politically relevant as it not only adds validity to my own blog making it more thoughtful rather than simply entertaining but also demonstrates that the research of this topic might potentially have valuable social implications being able to change people's lives for better. As far as the assignment's purpose is concerned, I was willing to stick to the exciting and debatable phenomenon that can be examined from various sides, backed by credible evidence and some sort of data, and interpreted differently. The question of falling happiness, as well as the festival participants' opinions about it arguably, satisfy all the criteria.

Finally, my target audience, in this case, are the educated people, possibly those who have obtained Bachelor degree since the language and terminology employed by Jeffrey D. Sachs will be likely to require some understanding of economics and social science. However, I think that the topic is not too hard and can be grasped by the intermediate level majority. The fact that the question of happiness is a universal one adds importance to the event: deep in the heart, everybody wants to learn its formula no matter which nationality, gender or religion he or she represents. Coming back to the choice of the news outlet, I have picked The New York Times as it has shown remarkable interest in Sachs' projects regularly publishing his evaluations of what is going on. Besides, since The New York Times' focus is encompassing not being reduced to the American audience, I believe that international nature of my imaginary event will render it attractive for the editor. Mr. Sachs' lecture within the festival points out that in a modern globalized environment it is essential for the Europeans to feel concerned because of the decrease in American happiness and that this happiness may well be cured by European methods - a newspaper which used to point out to the growing interconnectedness of our world is likely to consider this project worth covering.