

To investigate the role of advertising, marketing, and branding in our lives, we will be acting as Cultural Anthropologists, investigating our stories for the sake of understanding. For this assignment, you will have one of two roles:

1. **Scribe** – creating a cultural artifact that defines and classifies contemporary Pop Culture
2. **Reporter** – Investigating and defining the cultural personalities who define our understanding of ourselves

Scribe:

Read Denasai's Pop Culture and create a graphic organizer that accomplishes two tasks:

1. Creates a flow chart of Denasai's Theories (1-2 pages)
2. Integrates contemporary cultural examples

| Chapter | Due: |
|----------------|-------------|
| Chapter 1 | Nov 6 |
| Chapter 4 | Nov 13 |
| Chapter 5 | Nov 20 |
| Chapter 6 | Nov 27 |
| Chapter 8 | Dec 4 |

Reporter:

In and group of 3, and through classroom projects and research using [TV Tropes](#), you will report to the class a new trope each week. This report will be two-fold:

1. **Define Trope** – Poster/Presentation (presenting definition, flow chart and pictures)
2. **A/V Connection** – TV Show, Commercial, Advertisement (5-10 minutes) to be shared with the class:
3. **Explanation** – how does the trope work in the scene

| Group | Date: |
|--------------|--------------|
| Group 1 | Nov 6 |
| Group 2 | Nov 13 |
| Group 3 | Nov 20 |
| Group 4 | Nov 27 |
| Group 5 | Dec 4 |