



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	Dec 4
Chapter 8	Dec 11

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	Dec 4
Group 5	Dec 11