

## **Merchants of Cool vs. Generation Like Extra Credit Assignment**

**After viewing segments of “Merchants of Cool” in class you may choose to watch “Generation Like” for a more updated analysis of how advertising and marketing pushes popular culture. For extra credit in the class you should complete the following requirements:**

**Write a one-page response paper comparing the methods marketing agencies used to create popular culture in 2001 versus in 2014. In your response you should include references to the changing culture, technology, and tactics used to create and spread popular culture. Also try to find any similarities in the two documentaries.**

**Your paper should be one page, double-spaced, size 12 font, use Times New Roman font, and submitted electronically to Mr. Richters’ no later than Friday, February 26<sup>th</sup>.**