

Contents

Chapter 1

Popular Culture

1.1 What is popular culture?	2
1.2 Popular culture — Now and then	4
1.3 Fads and trends	5

Chapter 2

Blogs and Forums

2.1 Blogs	8
2.2 Forums	11

Chapter 3

Photo Captions

3.1 What are photo captions?	14
3.2 Language features of photo captions	18
3.3 Photo essays	20

Chapter 4

Comic Strips

4.1 What are comic strips?	22
4.2 Planning and drawing a comic strip	26

Chapter 5

Columns

5.1 Advice columns	28
5.2 Horoscope columns	35

Chapter 6

Advertisements

6.1 What are advertisements?	40
6.2 History of advertising	41
6.3 Features of advertisements	42

Chapter 7

TV Commercials

7.1 What are TV commercials?	48
7.2 Features of TV commercials	49

Chapter 8

Music Videos

8.1 What is a music video?	56
8.2 Music video and image	58
8.3 Producing a music video	59

Chapter 9

Reviews

9.1 Film reviews	64
9.2 Music reviews	69

Chapter 10

Popular Culture Survey

10.1 What is a research project?	74
10.2 Planning and conducting a survey	76
10.3 Presenting your survey results	77

