Chapter 1
Popular Culture

Learning objectives

In this chapter, you will:

- learn about what popular culture is
- find out the fads and trends in different times

1.1 What is popular culture?

Popular culture is all around us. It is what we like to wear (fashion), listen to (music), play (sport) and watch (film). Popular culture defines our life style and helps us communicate with each other.

Activity 1.1 Popular culture in our daily lives

Fill in the following blanks with the corresponding popular culture.

films	horoscopes	fashion and style	comic strips
TV show	music concert	theme park	video games	pop music
The Olympics	fast food restaurant	mobile phones

1. _____

2. _____

3. _____

4. _____

Activity 3.3 Writing photo captions

You have taken some photos below. Add captions for the photos to let your friends know what they are about. You may need to add useful information to enhance your description.

Photo 1

Caption

_____

_____

_____

_____

Photo 2

Caption

_____

_____

_____

_____

Photo 3

Caption

_____

_____

_____

_____

Photo 4

Caption

_____

_____

_____

_____

4.2 Planning and drawing a comic strip

Follow the steps below and create your own comic strip!

Step 1: Brainstorming

The following questions may help you generate ideas for your story:

- What type of story are you going to tell? (e.g. adventure, science fiction, etc.)
- What is the setting (time and place)?
- What are the characters?
- What is the story about?
- How does it end? (It may end with a solution or a joke.)

Step 2: Planning the story outline

After choosing the story, we will need to decide on the following:

- How many panels do we need?
- In each panel,
  - What is happening?
  - Do you need to add speech bubbles, thought bubbles and / or caption boxes?

Note

When planning your comic strip, you should take note of the following:

- The story is about a problem, and it ends with a solution or a joke.
- The characters are different from each other.
- Speech bubbles, thought bubbles and caption boxes are used only when needed.
- Dialogues and descriptions are kept short.

Step 3: Drawing and editing the comic strip

Draw a sketch of your comic strip with the outlines of your speech bubbles and caption boxes. Edit them when necessary. Then, fill in the details of the panels and add in the words.

Activity 4.4 Creating a six-panel comic strip

With your group, create a six-panel comic strip. Remember to follow the process and guidelines suggested in Section 4.2. Draw your comic strip on the next page.

Assessment

Exchange your advertisement with another classmate. Give each other feedback using the form below:

Criteria	Needs improvement	Average	Excellent
Content			
1. The logo is simple and reflects the product.			
2. The slogan shows the idea of the product.			
3. The product name is included.			
4. The image and / or text clearly shows what the product is.			
Presentation			
1. The layout is tidy and easy to read.			
2. The image and text are attractive.			
Overall comments			