

POP CULTURE - BLOCK 2**Syllabus #3 - Oct. 4-15, 2021**

Date	Class Work	Homework
Monday, Oct. 4	Role of branding & social media in celebrity	
Tuesday, Oct. 5	Share icon projects in groups Celebrity branding (cont.)	
Wednesday, Oct. 6	Early years of tech & social media	
Thursday, Oct. 7	NO CLASS	
Friday, Oct. 8	Tech & social media use survey	
Monday, Oct. 11	NO SCHOOL - INDIGENOUS PEOPLE'S DAY	
Tuesday, Oct. 12	Tech & social media use survey YouTube & virality	
Wednesday, Oct. 13	YouTube (cont.) Modern tech - outcomes & impacts	
Thursday, Oct. 15	NO CLASS	
Friday, Oct. 16	Outcomes & impacts - watching vs. doing Social media case studies	

POP CULTURE - BLOCK 5**Syllabus #3 - Oct. 4-15, 2021**

Date	Class Work	Homework
Monday, Oct. 4	NO CLASS	
Tuesday, Oct. 5	Share icon projects in groups	
Wednesday, Oct. 6	Role of branding & social media in celebrity	
Thursday, Oct. 7	Early years of tech & social media	

Friday, Oct. 8	Tech & social media use survey	
Monday, Oct. 11	NO SCHOOL - INDIGENOUS PEOPLE'S DAY	
Tuesday, Oct. 12	Tech & social media use survey YouTube & virality	
Wednesday, Oct. 13	YouTube (cont.) Modern tech - outcomes & impacts	
Thursday, Oct. 15	Outcomes & impacts - watching vs. doing Social media case studies	
Friday, Oct. 16	Social media case studies (cont.) Introduce project	HW DUE: test the theory of watching vs doing (see class handout for instructions)