

Archetypes Show & Tell!

1. Acquire an image of an advertisement, character from a story, business logo, etc. that contains archetypes significant to the product, story, business, etc. that it represents. Do not choose a random picture that is not connected to something specific! The image can be in print or digital format and must be large enough for the class to see.
2. Write an analysis of the image (a well-developed paragraph) that achieves two goals:
 - a. Identification and Application (the “what?”): What archetypes are present in this image, and what do they generally symbolize?
 - b. Analysis (the big “so what?”): How do these archetypes connect to the product, company, character’s role in the story, etc.? What do these archetypes communicate to us as consumers relevant to the ideas behind the image?
3. Prepare to present your image and analysis to the class!

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