The ideas we talk about in class are reflected in the things we choose to buy and consume, and the ways marketers try to get us to buy and consume things. I want you to think about the broader meaning of what we discuss in class, and put our lecture topics in context. Or one topic, really.

Your task in this assignment is to find me an example of something that illustrates an idea or finding we discussed in class. This can be a product, store, film or TV clip, commercial, advertisement, or anything else related to consumption. Once you've found such an item, write a short paragraph explaining how it illustrates that particular concept. That's it!

One catch: This shouldn't be something we've already discussed in a class context (either in lecture, the books, or on the website). Be original!

You can name and describe your item, attach a picture, or give me a link to a website to convey what your chosen item is. The paragraph you write should be less than a page long, and should clearly and concisely explain how your chosen item connects to class material.

**Grading:**
- 1 bonus point for finding me a relevant item
- 1 bonus point for a clear and correct description of how it reflects class material

Good luck! And enjoy your break!