

A smartphone advertisement emphasized new camera features, showing how advertising shapes consumer culture (Week 4: media as cultural storytellers ?). An Instagram ad for skincare products reflected how digital media sets beauty and lifestyle trends (Week 6: gatekeeping theory ?). A Netflix documentary introduced me to traditional cuisines, an example of how mass media promotes cultural awareness (Week 4: cultural storytellers ?). A news report on climate change illustrated how framing influences public opinion (Week 4: framing ?). 2.3.4.5