



## Apple Inc. and Pop Culture



**When a company gains popularity, it usually becomes the object of parody in pop culture.**

**Watch the video clip from the well-known sci-fi cartoon FUTURAMA (S06E03 – “Attack of the Killer App”) and do the following tasks:**

1	2	3
<p>There are some examples of the <u>wordplay</u> in this video clip. Can you find them?</p>	<p>What <u>products</u> of Apple Inc. are parodied in this video clip?</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<p>What <u>attributes</u> of Apple Inc. are parodied in this video clip?</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## KEYS:

1- to be on line (to stand in line / to wait in line) :: to buy online

eyePhone :: iPhone

2- iPhone, Apple apps, etc.

3- Apple logo, iPhone, App Store, TV commercial, stylistics of iPhone TV commercial, “buying fever”, music, lines, etc.