

Previewing:



Write some words that you think might describe the multi – platform male

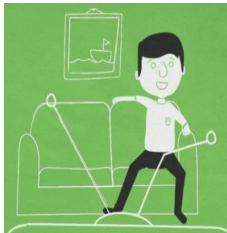
Viewing:

Circle the words that describe the Multi-Platform Male (MPM).

lazy tech new breed watching TV on the go educated
busy sick social network typical posting ambition

Post Viewing:

Describe John and Pete. What do they like to do? What things, shows, activities?



John



Pete

Family Guy, lazy _____

iPad, ambitious _____

Venn Diagram

Write details that tell how the subjects are different in the outer circles. Write details that tell how the subjects are alike where the circles overlap.

