**Assignment 4**

Before you answer any questions, do you know what a **metaphor** is? In order to understand the clip about social media, it is important to understand this:



**“Time is money.”** is a metaphor.

**Questions**

Now you know what a metaphor is, answer the questions about the clip:

1. In Scoopville (a fictional place), which flavours of ice cream were bestsellers according to the ice cream company? (Name three flavours!)
2. How did they discover this?
3. What is the new invention that came to Scoopville?
4. Now that everyone makes their own ice cream, how does this relate to social media? i.e. What do ice cream in Scoopville and social media have in common?
5. What became a problem in Scoopville?
6. How does this problem relate to social media?
7. How did the ice cream in Scoopville get better? (Name three reasons!)
8. "People started to think differently about ice cream; it didn't always come from a factory, it also came from friends and neighbours." Explain this metaphor.