

ACTIVITY GUIDE

Alpha Consumer – “Honey Effigy” + “You Ain’t Alone Anymore”:

Writing/Essay/Journal

An *Alpha Consumer* is someone who plays a key role in getting other people to want to buy a new product. The term was first used in 1999. In choosing this title for their band, Jeremy Ylvisaker, Mike Lewis, and J.T. Bates made a statement. The two songs we see use not only sound but colors, light, and camera techniques to enhance their lyrics. The first song gives advice on how we should behave by comparing humans to bees, and the second song describes the adaptations made by a one-eyed whale and a rat. These metaphors convey the message that we aren't alone and can snap out of feeling bad.

Write a metaphor about a feeling you have (Remember that a metaphor compares two things without using “like” or “as”). Try to compare yourself to an animal and learn a lesson from how the animal adapts to the world. Tell a story like the band does.

Activity

Now put yourself in the role of *Alpha Consumer*. Write lyrics to a poem or song that sells to other people the lesson you learned. How can you convince them that they should follow your advice? Tell a story that clearly teaches the lesson. Think of Aesop's Fables and what we learn from “The Ant and The Grasshopper” or “The Boy who Cried Wolf.”