

## Consumerism and Quality of Life Unit Handout

### Important Specific Outcomes

Students will:

9.2.2 appreciate the relationship between consumerism and quality of life

9.2.4 Compare and contrast the principles and practices of market and mixed economies by exploring and reflecting upon the following questions and issues:

- What is the role of the consumer in market and mixed economy?
- To what extent do consumer actions reflect individual and collective identity?

9.2.5 Assess, critically, the relationship between consumerism and quality of life in Canada and the United States by exploring and reflecting upon the following questions and issues:

- What are the indicators of quality of life?
- How does individual consumer behaviour impact quality of life (e.g. environmental issues)?
- How does marketing impact consumerism?
- How does consumerism provide opportunities for and limitations on impacting quality of life?
- How is consumerism used as a power of a collective (e.g. boycotts)?
- To what extent do perspectives regarding consumerism, economic growth, and quality of life differ regionally in North America?
- What societal values underlie social programs in Canada and the United States?

9.2.6 Assess, critically, the interrelationships between political decisions and economic systems by exploring and reflecting upon the following issues:

- How do government decisions on environmental issues impact quality of life (i.e., preservation, exploitation, and trade of natural resources.)?

### Discovering the “Big Ideas” (“So what? Why are we learning this?”)

## How does the promotion of consumerism impact the quality of life of Canadians and others around the world?

What are some other key questions to be discovered in this lesson/unit?

- What areas of our lives are impacted by a focus on consumerism?
- How are consumerism and identity interrelated?
- How do government policies impact consumer society?
- What can we do to reduce the impact of consumerism on the environment?
- What methods are used in marketing to increase consumerism?

At the end of the unit, you should be able to:

- Define consumerism
- Recognize consumerism, and identify elements of consumerism, in their daily lives
- Interpret and appraise consumer media, including advertising, in multiple formats
- Generate informed and critical opinions about consumerism and elements of consumerism
- Evaluate the costs and benefits of consumerism on both a personal and societal level
- Demonstrate skills in using various digital media in the creation of the magazine product
- Build awareness of self-assessment abilities when applying various marking guides including rubrics

Key terms/concepts		<u>Advertising Techniques</u>	
Advertising	Government Controls	Authority	Repetition
Bio-degradable	Individual Identity	Bandwagon	Testimonial
Boycott	Marketing	Buzzwords	Transference
Collective Identity	Media	Endorsement	Urgency
Consumer	Perceived Obsolescence	Facts and Figures	
Consumerism	Planned Obsolescence	Fear	
Disposable	Product Placement	Free/Bargain/Rewards	
Economics	Prosperity	Glittering Generality	
Ethics	Quality of Life	Loaded words	
Exploitation		Name Calling	
Environmental Issues		Plain Folks	