

PR2.A – TEACHING SOURCES

Title	Consumer society
Duration	1 session
Age Group	14 – 16 YO
Dimension of the advised group of students	<i>One group of 20-30 people divided in small groups</i>
Area	<input type="checkbox"/> Area 1: Reading, writing and literature <input type="checkbox"/> Area 2: Math <input checked="" type="checkbox"/> Area 3: Second language learning <input type="checkbox"/> Area 4: Sciences <input type="checkbox"/> Area 5: Soft skills
Specific objectives	<ul style="list-style-type: none"> - <i>To give practice in reading for information and argument</i> - <i>To discuss opinions about consumerism</i> - <i>To talk about buying habits</i>
Needed Materials	<ul style="list-style-type: none"> - <i>Worksheets</i> <p>If the training is organized online one communication platform will be necessary.</p>
Software	<ul style="list-style-type: none"> - <i>One online communication platform, such us: Zoom, Google Meet, Webex, etc.</i> - <i>In person, no software is needed.</i>
Description	<p><i>'Fitting in', whilst having the courage to demonstrate one's own individuality is an important part of growing up. Referred to as one of our most 'creative and controlled behaviors', consumer consumption is widely acknowledged as an activity which allows individuals to do exactly this. Living within a consumer-focused society can offer people the creative license to demonstrate a certain level of self-awareness and self-expression.</i></p> <p><i>However, there are obvious negatives associated with such a choice. With the rise of social media, product placement and targeted advertising, we are continually bombarded with images of products and services which promise to make our lives easier, more glamorous, and essentially better than those around us. This inevitably raises concerns regarding the impact of this exposure on the more easily influenced or vulnerable members of our society. Young people are often the worst affected, forced to keep up with the latest trends in order to feel fulfilled and/or accepted by their peers.</i></p> <p><i>The activities are focused on centering students and their experiences, and lead them to question whether we always exert personal choice as consumers or are our consumer choices ultimately controlled? Are we pushed and pulled in certain</i></p>

	<p><i>directions by retailers vying for our money? In order to fully understand the spending practices of teenagers and young adults, it is necessary to assess where society at large is 'pulled' or 'pushed' into making consumer decisions, regardless of the scale.</i></p>
<p>Procedure on how to put in practice</p>	<p>Duration: 90 minutes No of participants: 20-30 in small groups Methods used: group discussion Competences developed: critical thinking, reading comprehension, compare and contrast</p> <p>Step-by-step description:</p> <ol style="list-style-type: none"> 1. Ask the group to order a cut-up quotation and then discuss what they think it means and who they think said it. Discuss what they understand by the concept of 'consumer society' and its advantages and disadvantages. 2. Work with a list of consumer goods in groups and ask them to decide which items they think are most essential for their lives and which they would most like to have. 3. Read a text and complete comprehension questions. 4. Discuss their opinions on the topic with follow-up questions and discussing their own experiences. <ol style="list-style-type: none"> a. What was the last thing you bought? b. Did you need it? c. Why did you buy it? d. Did you shop around to get the best deal? e. Do you ever waste your money? If yes, what on and why? 5. In groups, participants get a task card to write a radio commercial advertising a product. 6. Ask a spokesperson from each group to read their advert to their whole group and for the rest to comment on whether they would buy the product and why. <p>Debriefing question: 'Waste not, want not' – what does this phrase mean to you?</p>
<p>Link</p>	<p>https://www.teachingenglish.org.uk/article/consumer-society https://www.onestopenenglish.com/download?ac=12104</p>
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