

- discuss the impact advertising has on the needs and wants of individuals
- determine what 3R messages are the most effective to motivate students to practice the 3R's
- identify specific 3R actions that primary students can take to have an impact on their local environment and tell them why these actions make a difference

Advertise, Advertise, Advertise!!! (4-7)

IRP outcomes

It is expected that students will:

[SS] Gather a body of information from primary and secondary sources (4-7)

[SS] Create a presentation on a selected topic (4-7)

[SS] Analyse the significance of communications technologies in Canada (6)

[PP] Apply problem-solving models to a variety of situations (4)

[PP] Describe the influence of media and the community on their attitudes and values regarding healthy living (4)

[LA] Select and use strategies before writing and representing including identifying an audience (4-7)

Intro: Our society is often described as a consumer society. Many point to advertising as the single, most powerful force behind the continued growth of consumerism. It is estimated that the average child sees between 20,000 – 40,000 commercials every year. Children spend 60% more time watching television each year than they spend in school. Although advertising can strongly influence our purchasing decisions and blur the line between our needs and wants, it can also be used to convey powerful messages. Powerful messages that make us think about our actions, their impacts and the local environment.

Materials:

- samples of advertising (e.g. magazines, newspapers, posters)
- video camera, if desired

Activity: Have students look through magazines and newspapers to observe various advertisements. Bring in a number of posters with specific messages and have them observe this form of advertising as well. Discuss different forms of advertising. What messages do they get from the ads? What elements make a good advertisement? What catches your eye? List the ideas.

Divide the class into groups. Each group will be asked to promote, reinforce or educate younger students about the need to reduce, reuse, recycle and compost using an advertising format of their choice. Students must determine what format would best catch the attention of their audience while effectively relaying their message. Will the format they select be a skit, play, poster, video advertisement or model?

Conclusion/Discussion: Was it hard to come up with a message or slogan or logo? What steps did your group take to come up with an agreement on what that message or slogan or logo would be? What information did you consider to make your decision? As a group, brainstorm what other pieces of information could be used to make such a decision? Why is advertising so important to businesses? What impact does advertising have on you? Why?

IRP outcomes cont.

[LA] Write for a range of audiences that demonstrates connections to personal experiences, ideas, opinions (4-7)

[LA] Use writing and representing to express personal responses and relevant opinions about experiences and texts (4-7)

Extension Activities: After presenting your advertisement to your audience, evaluate its effectiveness. Interview the younger students and ask them if they liked your advertisement. Ask them what they liked and disliked about it and find out what information or messages they thought the advertisement was trying to convey. Were their answers surprising? How important is evaluation to advertising? What would you do differently next time?

Useful Links:

Waste and Recycling Advertising

- Encorp Return-It Program
View sample marketing materials under “About Encorp” in their “Marketing Portfolio” www.return-it.ca
- Recyc-Quebec
French samples available under “Gérer les matières résiduelles” and “Compagnes et outils de sensibilisation”
www.recyc-quebec.gouv.qc.ca
Videos (French and English) <http://onenprendsoin.ca/>

Local Waste and Recycling Information

- CRD Solid Waste Stream Composition Studies
Identify what materials are disposed as garbage at Hartland landfill and recycling facility.
www.crd.bc.ca/service/waste-recycling/solid-waste-management
- CRD Solid Waste Annual Reports
Include information about CRD waste diversion programs and landfilled waste.
www.crd.bc.ca/service/waste-recycling/solid-waste-management
- CRD Kitchen Scraps Diversion
As of January 1, 2015 kitchen scraps are restricted from our garbage. Learn more about the Kitchen Scraps Strategy at www.crd.bc.ca/organics

Action Projects

- Wavemakers
Lists types of action projects, describes action types and tools to achieve them.
<http://wavemakers.cawst.org>