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Curriculum Units by Fellows of the National Initiative
2012 Volume I: Interdisciplinary Approaches to Consumer Culture

Do We Really Need What We Want?: Consumerism and Second Graders

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Children today are immersed in cultures of consumption such that every aspect of their lives is touched by a buy-and-consume modality. This unit will explore the concept of second graders learning that they possess and control purchasing power from both a marketing and parental level. My goal is also to instill in them the skills they need in order to become responsible consumers even if their buying power is restricted by their age or family income. My discussion will center around the importance of knowing your audience when teaching consumerism, tips to stop the siege of marketers preying on young children, tricks marketers use to sell, and the benefits of raising and teaching a savvy consumer.

(Developed for Social Studies, grade 2; recommended for Social Studies, grade 2)

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