**SS 9 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Homeroom: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Questions to accompany the three attached articles**

**Consumerism: Chapter 7**

1. Read the articles “You are what you buy: “Belief-based consumption” changing face of retail” and “Is your wardrobe killing Bangladeshis, or saving them?”

1. For each of the first two articles, answer the following questions:
2. What are the **5 Ws** of the article?
3. Do you detect a **bias** in this article or is it neutral? Provide an explanation of your answer.
4. What **factors of consumerism** does this article deal with? Provide proof.
5. What **advertising techniques**, if any, do the companies in this article use? Explain.
6. Answer these questions after reading both articles:
7. What in the **consumer link** between the two articles?
8. What information would you use to support the view that people **do or do not** make consumer decisions based on their personal values?
9. How would you **prioritize** the **facts** in the second article? Explain why you prioritized one fact over another.
10. How would you **compare** the ideas in the two articles to what you already know about similar issues related to consumerism? (Perhaps current events, personal experience, or personal opinion will play a part in this response)
11. Read “Ketchup Kerfuffle.”
12. Discuss the article with a peer, and write a short but thoughtful response showing how the article relates to what you learned about **boycotts** on pages 262-263 and what we have discussed in class.

*Ideas to consider in your response:*

* 1. Include to what degree this issue played on boycotts as a reflection of collective identity (see. Page 263 for more ideas related to collective identity).
  2. Are there current boycotts you are aware of? How do they relate?
  3. Do you have personal convictions regarding your own consumer choices when it comes to values about people, identity, safety, the environment, etc?