

# Media Literacy Consumer Awareness {Bottled Water}



**2 Peas and a Dog**  
Middle School Teaching Resources



## RESOURCE INCLUDES

- ☐ Teacher Instructions
- ☐ Graphic Organizer
- ☐ Journal Entry
- ☐ Extend Your Learning Assignment
- ☐ Standards Based Rubric
- ☐ Points Based Rubric
- ☐ Individual PDFs for Google Drive

## EXAMPLE PAGES

**WHAT IS IN YOUR BOTTLED WATER**  
(CBC Marketplace)

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**ANTICIPATION GUIDE**

Read the statements below. Then check the answer box that align with your thoughts.

Statements	Yes	No
I regularly drink bottled water.		
Bottled water is safer than tap water.		
Some bottled water companies sell filtered tap water.		
Plastic contamination is found in bottle water.		
The ocean contains floating plastic garbage.		
Plastic litter is not dangerous to animals.		
Bottled water has no environmental impact.		

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**CONSUMER AWARENESS**



21<sup>st</sup> Century citizens need to regularly analyze the messages coming from both the media, stores and services to avoid unnecessary spending.

Media Literacy is the ability to think critically about the media sources people interact with daily.

Consumer awareness is about the consumer having accurate information to make informed purchases. When consumers are informed they are more aware of their rights as well as can find ways to avoid scams and misleading marketing.

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**BOTTLED WATER**

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8. How many bottles were tested?

9. What did the laboratory find in the bottled water?

10. What can people do about all of the plastic being used in society?

# CONSUMER AWARENESS



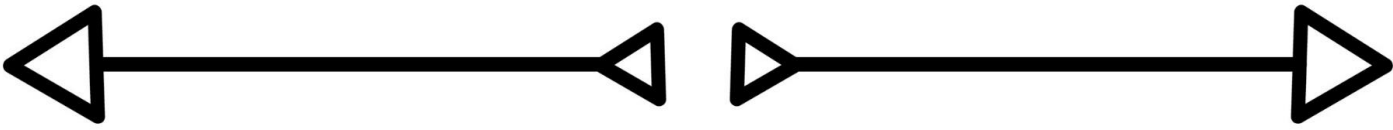
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