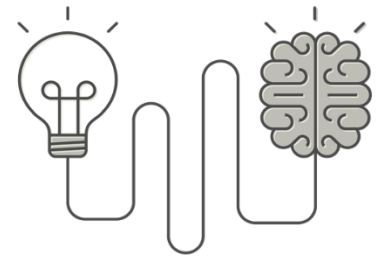


What is consumer awareness?



CONSUMER AWARENESS

Why is consumer awareness important?



CONSUMER AWARENESS



21st Century citizens used 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 an informed purchase. When consumers are informed they are more aware of their rights and can find ways to avoid scams.

CONSUMER AWARENESS JOURNAL ENTRY

Journal Assessment	Below Expectations	Meets Expectations	Above Expectations
	✓-	✓	✓+

Will your shopping habits change as a result of watching this video? Explain with specific details.

How can you reduce the environmental impact of your clothing purchases?

PREVIEW