

Media Campaign

Topic: Waste
Grade: 11
Course: Science, University/College
Code: SNC3M
Duration: 75 minutes

Students will design and present a media product supporting environmental stewardship.

Curriculum Expectations

- WMV.01: Demonstrate an understanding of the nature and types of waste and of their management in industry and the community
- WM2.02: Communicate effectively the results of research on the use and management of a resource and resulting waste that is generated

Background Information

It is our responsibility as informed waste management citizens to educate others about existing issues and possible solutions with regard to protecting the environment. In order to do this, it is imperative to promote, advertise and market effective programs and ideas that are centered on influencing lifestyle choices through information and education.

Accountability

Students will recognize that being a responsible citizen means informing others.

Teacher Notes

1. Students work in pairs. Using the wealth of information they have obtained from this waste management unit they will now become the experts. Students will be required to develop a campaign (pamphlet, fact sheet, web page, audio tape, video, etc.).
2. Their audience is the members of the community. They must identify the target audience (i.e., Kindergarten students, homeowners, industries, etc.).
3. Their product could include any or all of the following:
 - a. information for others about local waste practices
 - b. identification of local problems that exist
 - c. the advantages of waste reduction practices
 - d. the future reality
 - e. interesting facts
 - f. sources of additional information
4. You will have one class period only to work on this.
5. Make sure that the campaign is visually attractive and at an appropriate reading level for the target audience.
6. Describe your plan of action for presentation/marketing/distribution (i.e., ask to present to an elementary class).

Home Extension

Students could present their campaign to family members and others in their community.

Lesson Comments

1. Assign student partners.
2. Bring in an assortment of art materials.
3. This campaign needs to be completed by the end of the waste management unit.