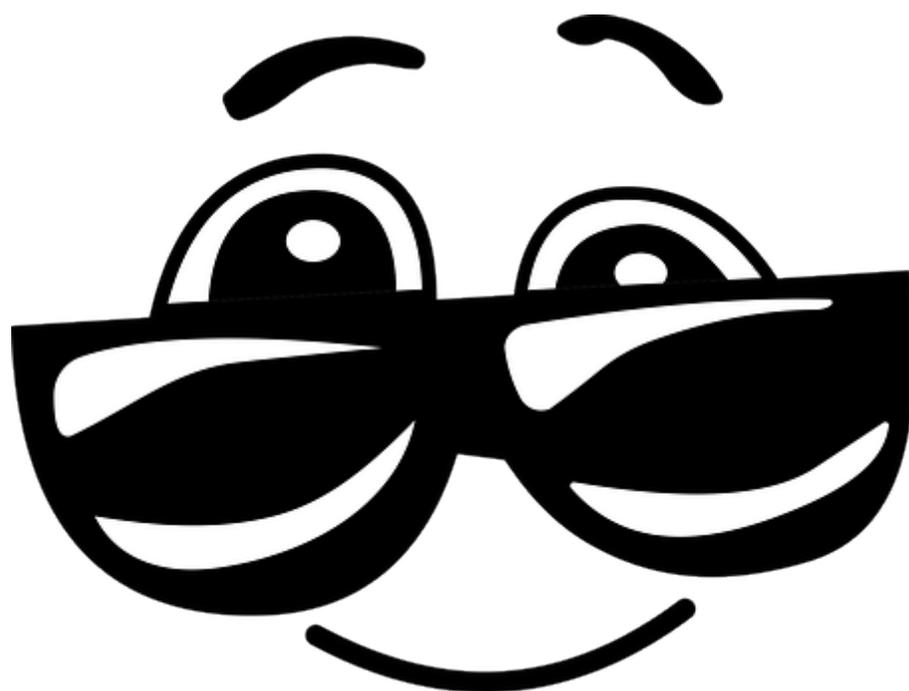


*The Cost of  
Cool*  
**Documentary  
Video Guide**



Name \_\_\_\_\_

Period \_\_\_\_\_

# *The Cost of Cool* Post-Video Documentary Discussion Guide

1. Some believe that shopping is like a \_\_\_\_\_.
2. Many children buy things they don't \_\_\_\_\_ due to \_\_\_\_\_ pressure.
3. Often times, the extra things we purchase give us a \_\_\_\_\_ need to fit in.
4. The retail companies and the \_\_\_\_\_ dictate to us what "\_\_\_\_\_" is.
5. Advertisers target \_\_\_\_\_ in hopes they will establish brand \_\_\_\_\_ before their competitors do.
6. Why did the elementary teacher ban name brand school supplies in her classroom?
7. Name five designer clothes brands that people think are cool.
8. We know our consumer lifestyle is \_\_\_\_\_ to the environment, but for many of us, the loss of habitat to provide the needs of consumer demand is out of sight and \_\_\_\_\_.
9. Retail companies hire focus groups to interview \_\_\_\_\_ to keep up with the trends of their interests.
10. The video is not about consumer \_\_\_\_\_, where we stop shopping altogether; rather it is asking us to get by with \_\_\_\_\_.
11. Do we want to be remembered as being the materialistic \_\_\_\_\_ culture?
12. If we have less, we will \_\_\_\_\_ it more.

## **Fill-in-the-blank word bank**

Celibacy	False	Out of Mind
Consumer	Less	Peer
Cool	Loyalty	Teenagers
Destructive	Media	Value
Drug	Need	Young Children

# *The Cost of Cool* Post-Video Documentary Discussion Guide Key

1. Some believe that shopping is like a drug.
2. Many children buy things they don't need due to peer pressure.
3. Often times, the extra things we purchase give us a false need to fit in.
4. The retail companies and the media dictate to us what "cool" is.
5. Advertisers target young children in hopes they will establish brand loyalty before their competitors do.
6. Why did the elementary teacher ban name brand school supplies in her classroom?

**She did not want to condone an environment of haves and have-nots, where children felt bad if they did not own a cooler item.**

7. Name five designer clothes brands that people think are cool.

**The answers will vary.**

8. We know our consumer lifestyle is harmful to the environment, but for many of us, the loss of habitat to provide the needs of consumer demand is out of sight and mind.
9. Retail companies hire focus groups to interview teenagers to keep up with the trends of their interests.
10. The video is not about consumer celibacy, where we stop shopping altogether; rather it is asking us to get by with less.
11. Do we want to be remembered as being the materialistic consumer culture?
12. If we have less, we will value it more.

## **Fill-in-the-blank word bank**

Celibacy	False	Out of mind
Consumer	Less	Peer
Cool	Loyalty	Teenagers
Destructive	Media	Value
Drug	Need	Young children