11

U.S. History
History-Social
Science Standard
11.5.7.

Student Workbook

California Education and the Environment Initiative

Mass Production, Marketing, and Consumption in the Roaring Twenties

California Education and the Environment Initiative

Approved by the California State Board of Education, 2010

The Education and the Environment Curriculum is a cooperative endeavor of the following entities:

California Environmental Protection Agency
California Natural Resources Agency
Office of the Secretary of Education
California State Board of Education
California Department of Education
California Integrated Waste Management Board

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Key Partners:

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Lesson 3 A Rise in Mass Consumption

None required for this lesson.

Lesson 4 Changing the American Landscape

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Lesson 5 Consequences of Consumption

Mass Production, Marketing, and Consumption of Plastic Shopping Bags . . . 14

Advertising: Activities and materials used to attract attention to a product or business.

American landscape: The features of the land, cultural geography, and human social systems of the United States.

Appliance: A device or instrument designed to perform a specific function, especially a household machine, such as a refrigerator.

Assembly line: An arrangement of workers, machines, and equipment placed so that a product being assembled passes consecutively from operation to operation until completed.

Biodegradable: Objects, materials, and chemicals that can be decomposed by bacteria and fungi.

Byproduct: Something, such as waste materials or chemicals, produced when something else is manufactured or consumed.

Consume: To use economic and ecosystem goods and ecosystem services.

Consumption: The act or process of obtaining and using a product or resource, whether produced by a natural system or a human social system.

Credit: An agreement through which a borrower receives something of value, such as money, with the promise to repay the lender.

Cycle: A regularly repeated event or sequence of events, that occur over time, such as the water cycle.

Demand: (noun) Quantity of a good or service that consumers are interested in purchasing from producers and suppliers at a given price.

Human social systems: The functions, processes, and interactions among individuals, human communities, and societies including political, social, cultural, economic, and legal systems.

Incentive: A policy, action, or reward that motivates or inspires a person or entity to take a certain action.

Innovation: The act or process of creating a new way of doing things, or the resulting product or process.

Investment: An asset purchased or held with the intention to profit from an increased value when the asset is sold.

Landfill: A solid waste disposal site where garbage is buried between layers of dirt.

Landscape: The visible features of an area of land, or an image, depicting an expanse of scenery.

Lifestyle: A way of life or approach to living that reflects the attitudes and values of a person or group.

Marketing: The process of promoting goods or services for sale.

Mass consumption: The act or process of consuming a large quantity of a product or resource.

Mass production: The act or process of producing a large quantity of goods.

Natural system: The interacting components, processes, and cycles within an environment, as well as the interactions among organisms and their environment.

Plastic: Any of various organic materials produced by polymerization that are capable of being molded, extruded, cast into various shapes and films, or drawn into filaments to be used as textile fibers.

Processed food: Food changed from its natural state for safety and convenience that is canned, frozen, refrigerated, or dehydrated and aseptically processed.

Remediation: An action to reduce, isolate, or remove contamination from an environment, or to otherwise resolve an existing problem.

Suburb: A community on the outskirts of a city, that typically includes both residential and commercial areas.

Technology: The application of engineering and science to resolve a problem, or the resulting product or process.

Toxin: A substance that can cause disease or damage to humans and other organisms.

Waste: Materials, chemicals, and products that are regarded as having no use or value, often referred to as garbage or trash.

Name: _____

Instructions: Write a 200–250 word response to the prompt below. Use information from ***California Connections: California's Waste Tire Problem*** and discussions, as well as your own ideas. (20 points)

What are the direct and indirect effects of the manufacture and use of automobile tires on natural systems? How can people minimize the effects of tires on the environment?

Name: _____

Instructions: Use information from today's lesson and the guide below to complete the flowchart on the next page.

Flowchart Guide

In the "Science and Events" space:
List at least three events or advances in science and technology prior to the 1920s that influenced mass production. (1 point each)

In the "Natural Environment" space:
List at least three examples of resources extracted from the natural environment to support mass production. (1 point each)

In the "New Products Produced" space:
Identify at least five examples of new products produced in the 1920s. (1 point each)

In the "New Products Consumed" space:
Describe how mass consumption affected new product production, science, and events. (2 points)
Describe how mass consumption affected the natural environment. (2 points)

Name: _____

Science and Events

Natural Environment

New Products Produced

New Products Consumed

Name: _____

Instructions: Follow your teacher's direction to complete the chart below. (24 points possible)

Mass-produced Invention	Natural Resources Required for Production in 1920s	Intended Consequences	Unintended Consequences (including byproducts)	Effects on Natural Systems (good, bad, neutral)
Automobile				
Alarm Clock				
Camera				

Name: _____

Mass-produced Invention	Natural Resources Required for Production in 1920s	Intended Consequences	Unintended Consequences (including byproducts)	Effects on Natural Systems (good, bad, neutral)
Canned Food and Beverages				
Lightbulb (incandescent)				
Telephone				

Name: _____

Instructions: Use information from the completed chart to answer the following question. (5 points)

What was the role of marketing and credit in the production and purchase of consumer goods in the 1920s?

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_____

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_____

Name: _____

Part 1

Instructions: Use the information in this lesson to fill in the spaces on the flowchart below and on page 2. You may use information from the **Rise of Mass Production and Mass Consumption** (on pages 5–6) to help you.

Science and Events

_____
_____
_____
_____

Natural Environment

_____
_____
_____
_____

lead to...

extraction and harvesting source for...

New Technology

_____
_____
_____
_____
_____
_____
_____
_____

provides basis for...

used in...

New Products Produced

_____
_____
_____
_____
_____
_____
_____
_____

Materials and Resources

_____
_____
_____
_____
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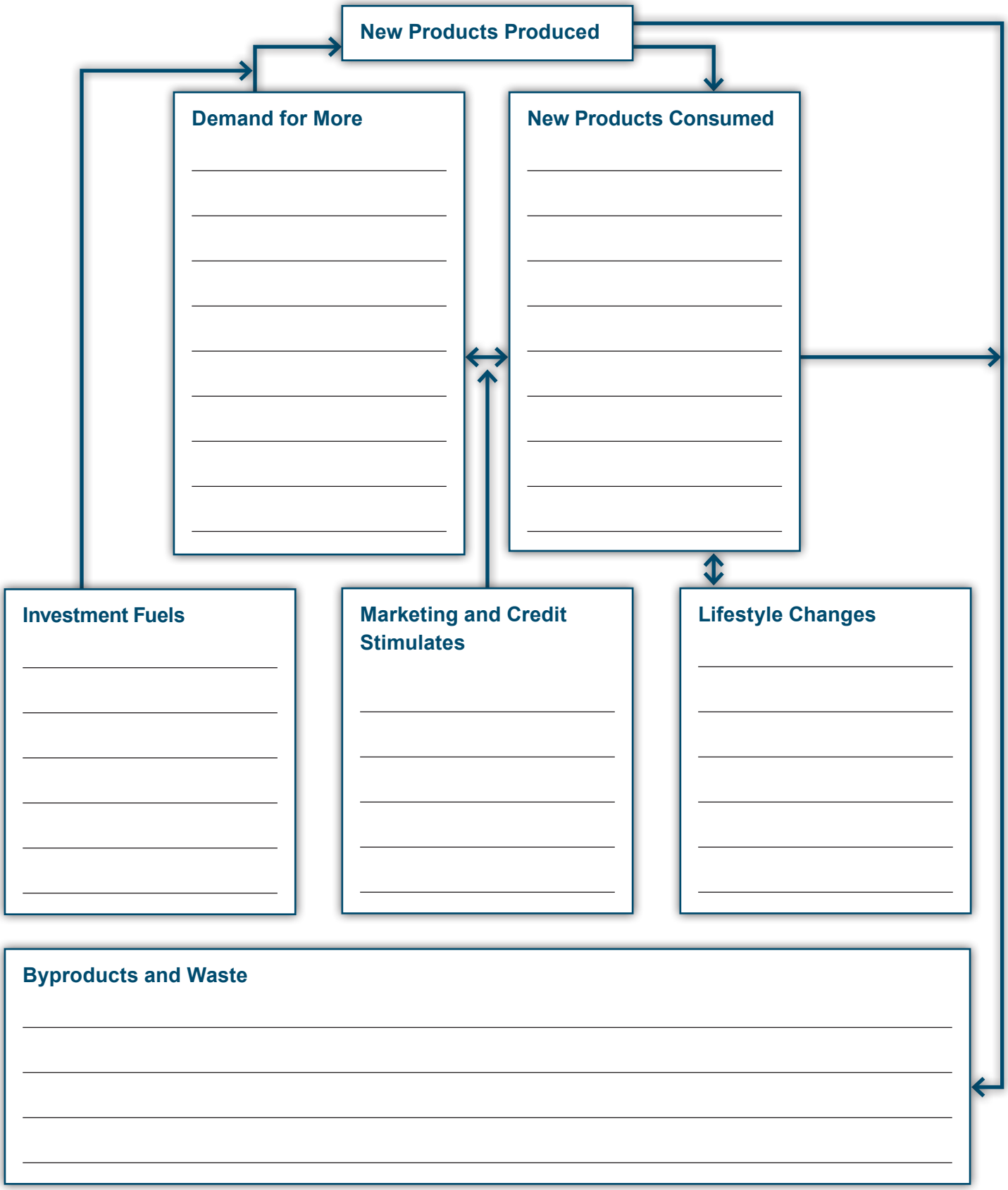
_____
_____

Name: _____


New Products Produced
Demand for More
New Products Consumed
Investment Fuels
Marketing and Credit Stimulates
Lifestyle Changes
Byproducts and Waste

Name: _____

Part 2

Instructions: Write a brief essay (2–3 paragraphs) describing the direct and indirect influences of the changes taking place in the 1920s on the American landscape. Include the following in your essay:

- A description of the American landscape before 1920.
- Descriptions of the growing cities and human social systems that developed in the 1920s.
- Explanations of the influences of growing cities and human social systems on natural systems.

The following Scoring Tool will be used to score your essay:

Mass Production, Marketing, and Consumption in the Roaring Twenties Scoring Tool

Element	4 points	3 points	2 points	1 point
Describes features from natural systems	Thoroughly describes five or more features from natural systems.	Describes three or four features from natural systems.	Describes two features from natural systems.	Identifies one feature from natural systems.
Describes features of growing cities and human social systems	Thoroughly describes five or more influences and features of other human social systems that developed in the 1920s.	Describes three or four influences and features of cities or other human social systems that developed in the 1920s.	Describes one or two influences and features of cities or other human social systems that developed in the 1920s.	Mentions one feature of a city or other human social system that developed in the 1920s.
Explains the influences of growing cities and human social systems on natural systems	Thoroughly explains how growing cities and human social systems directly and indirectly influenced the American landscape and natural systems.	Explains some aspects of how growing cities and changing human social systems directly and indirectly influenced the American landscape and natural systems.	Describes several aspects of how growing cities and changing human social systems directly and indirectly influenced the American landscape and natural systems.	Mentions how growing cities and changing human social systems directly and indirectly influenced the American landscape and natural systems.

Name: _____

Name: _____

Part 1

Instructions: Use the information in today's lesson to fill in the spaces on the flowchart below (and on the next page) about the mass production, marketing, and consumption of plastic shopping bags. (2 points each box)

Science and Events

_____
_____
_____
_____

Natural Environment

_____
_____
_____
_____

lead to...

extraction and harvesting source for...

New Technology

_____
_____
_____
_____
_____
_____
_____
_____
_____

provides basis for...

used in...

New Products Produced

_____
_____
_____
_____
_____
_____
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_____
_____

Materials and Resources

_____
_____
_____
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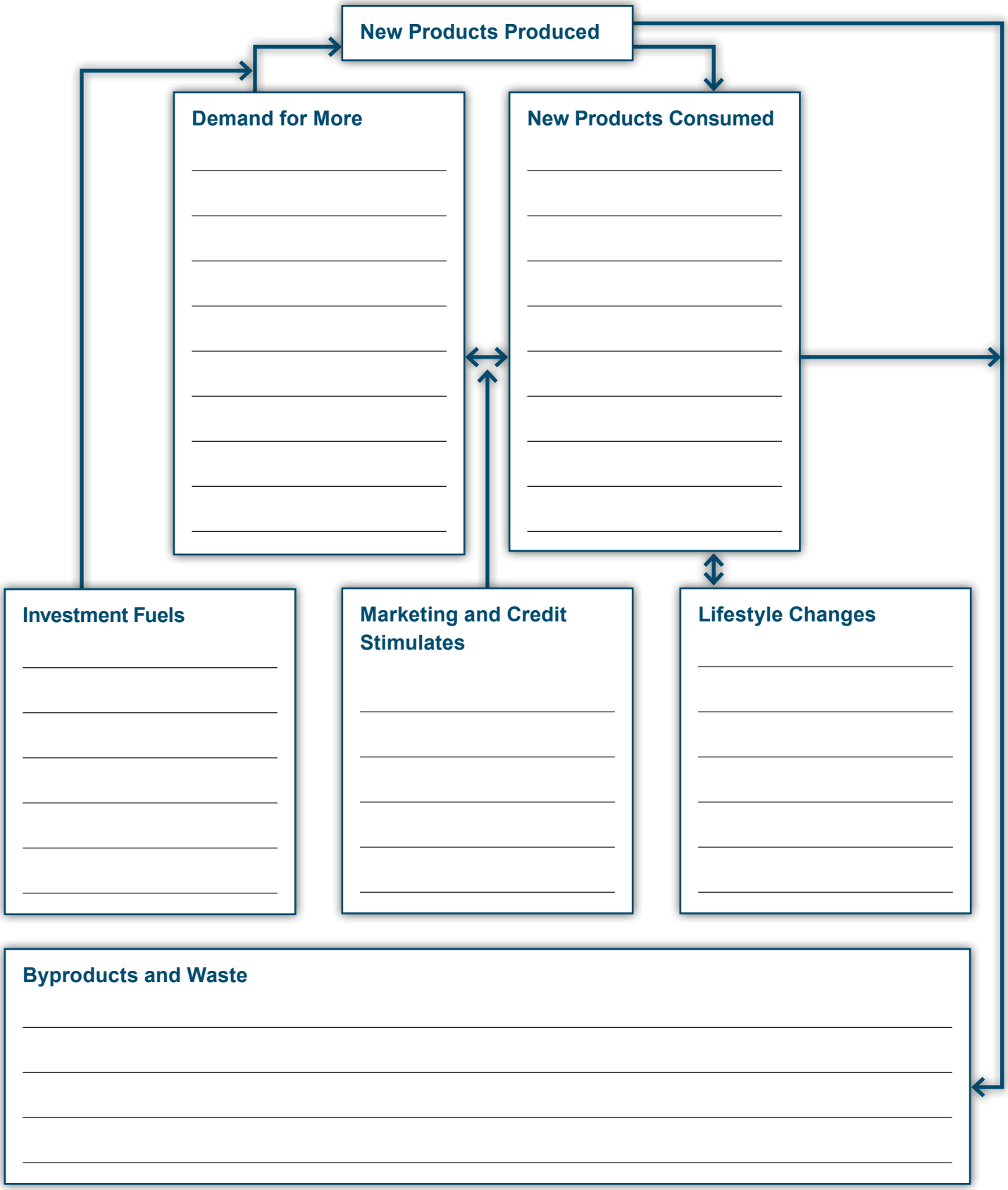
Name: _____


New Products Produced
Demand for More
New Products Consumed
Investment Fuels
Marketing and Credit Stimulates
Lifestyle Changes
Byproducts and Waste

Name: _____

Part 2

Instructions: Discuss the following questions with your partner and then write an answer for each. (5 points each)

1. What are the advantages of using plastic shopping bags?

_____

_____

_____

_____

_____

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2. How does the production of plastic shopping bags affect natural systems?

_____

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_____

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_____

Name: _____

3. What might be done to change the cycle of mass production, marketing, and consumption of plastic bags?

_____

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4. What is the government doing to manage concerns about plastic bags via regulation, incentives, and/or new technologies?

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