11

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

Teacher's Masters

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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Contents

Lesson 1 New Inventions Bring New Challenges

None required for this lesson.

Lesson 2 The Rise of Mass Production

None required for this lesson.

Lesson 3 A Rise in Mass Consumption

None required for this lesson.

Lesson 4 Changing the American Landscape

None required for this lesson.

Lesson 5 Consequences of Consumption

None required for this lesson.

Assessments

Mass Production, Marketing, and Consumption—
Traditional Unit Assessment Master 2

Public Service Announcement—Alternative Unit Assessment Master 7

Name: _____

Part 1

Instructions: Select the best answer and circle the correct letter. (2 points each)

1. Which of the following was not a result of mass production techniques in the 1920s?
   a. extraction of natural resources
   b. development of the assembly line
   c. consumption of manufactured goods
   d. increased costs of automobiles

2. Which of the following was a pattern that repeated during the 1920s?
   a. products consumed; products produced; demand for more products
   b. products produced; products consumed; demand for more products
   c. byproducts and waste; demand for more products; products consumed
   d. demand for more products; products consumed; investments made

3. A beneficial byproduct made from coal tar is _____.
   a. automobiles
   b. gasoline
   c. plastics
   d. telephones

4. In the 1920s, the rate of consumption decreased for which of the following manufactured goods?
   a. cameras
   b. lightbulbs
   c. vacuum cleaners
   d. weapons

5. The development of plastic shopping bags is an example of _____.
   a. mass consumption
   b. mass production
   c. new technology
   d. marketing

6. Which of the following resulted from the mass production and consumption of the 1920s?
   a. litter in the ocean
   b. large-scale landfills
   c. polyethylene
   d. city recycling systems

Name: _____

7. Which of the following is remediation due to the detrimental effect of mass production and consumption on natural systems?
   a. white pollution
   b. North Pacific currents
   c. plastic bag bans
   d. sanitary landfills

8. In the 1920s, affordable cars and new roads had a direct influence on the American landscape through _____.
   a. 40-hour workweeks
   b. the expansion of suburbs
   c. the purchase of home appliances
   d. the use of assembly lines

9. Which of the following statements best describes an indirect influence of growing cities on the American landscape and its natural systems?
   a. Landfills were made to dispose of the increased waste from consumption.
   b. A prosperous decade provided stable jobs, letting many people increase their leisure time.
   c. Mass production led to increased uses of natural resources, such as oil and steel.
   d. Electricity replaced coal and water as fuel for manufacturing.

10. Building roads, restaurants, and filling stations were a result of which innovation used in the 1920s?
    a. assembly line
    b. marketing
    c. landfills
    d. steam engines

11. Which of the following is an example of direct effects of new technologies on natural systems?
    a. building highways for cars
    b. animals ingesting plastics
    c. habitat damage resulting from drilling for oil
    d. sanitary landfills for plastic bags

12. Which of the following is an example of indirect effects of new technologies on natural systems?
    a. conversion of steam to electricity
    b. electrical lighting in homes
    c. mining iron ore to make cars
    d. roadside filling stations

Name: _____

13. Which of the following statements best describes the effects of many new home appliances introduced in the 1920s on natural systems?
    a. Women found more leisure time due to modern conveniences.
    b. Time-saving appliances, such as the washer, decreased water pollution.
    c. More homes needed energy and were wired for electricity.
    d. Renewable natural resources provided raw materials for production.

14. What stimulated the demand for more mass-produced goods?
    a. byproducts
    b. investments
    c. marketing
    d. waste

15. Which turn-of-the-century invention led to unintended consequences in dump sites like the one in Tracy, California?
    a. automobile
    b. hair dryers
    c. plastics
    d. telephones

Part 2

Instructions: Read and answer the following questions. (4 points each)

16. What caused the rise of mass production and mass consumption in the 1920s?

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Name: _____

17. What was the relationship between mass production, natural resources, consumption, and byproducts in the 1920s?

18. What is an example of a direct effect of new technologies on natural systems?

Name: _____

19. What is an example of an indirect effect of new technologies on natural systems?

20. How did growing cities in the 1920s influence the American landscape and the associated natural systems?

Name: _____

Instructions: Select an innovation or product discussed in this unit or from the present and create a public service announcement (PSA) set in either the 1920s or today.

Your PSA should be a script that could be delivered via radio (1920s) or television (today). Introduce the PSA by stating the year and the innovation or product you have selected. The PSA should not last more than 60 seconds and should include: (up to 5 points for each of the following)

- background information about the technology or product
- a description of how this innovation or product relates to natural resources or natural systems
- an explanation of the direct and/or indirect effects of this innovation/product on natural systems
- information about how production and consumption of this innovation/product generates byproducts and changes the American landscape
- suggestions for the public about the wise use/consumption of this technology/product

Your PSA is due on: _____.

Script for Public Service Announcement

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Name: _____

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