

# Arthur Rides the Bandwagon Episode #307

## Subject Areas

Math, Life Skills

## Media Literacy Objective

Examine the power advertising has on purchasing.

## Episode Description

They all have their own names and personalities, and they're so darned cute! They're Woogles, and Arthur's just GOT to have one, especially now that everyone else (even the Rat!) is collecting them. But there aren't any more! Stores are sold out! Will Arthur grow up Woogle-less?

## Active Listening

*Listen and watch to find out how a fad develops in Elwood City.*

## Guided Discussion

*If Arthur doesn't really like Woogles all that much, why does he want one?*

*Why doesn't he want one?*

*How do you decide that you really want something?*

*Is it because you've seen it advertised on TV or in a magazine?*

*Is it because you know someone else who has it?*

*What is a fad?*

*How did the Woogles become a fad in the ARTHUR episode?*

*What are some current fads?*

*What makes fads so difficult to resist?*

*How does Arthur feel when Woogles are all sold out and he can't get one?*

*How do you feel when you aren't part of a current fad?*

## Activity: Ads on TV

The first part of the assignment is for each student to watch one 30-minute episode of a cartoon on commercial TV at home with a parent or caregiver. The goal of the assignment is to become more aware of the commercial breaks. For each TV ad, students determine what is being sold and place a check mark in the appropriate column on the **viewing chart**. Remind students to bring completed viewing charts back to class. (Parents should be aware of the goals of this project and should give their approval beforehand.)

In class, tally the totals for each advertised product on the board. Review the data and engage students in a discussion:

*What are the ads trying to sell?*

*Are there more commercials for books or for movies/TV?*

*Are there ads pushing a specific toy?*

*Are any of the ads pushing a current fad?*

*How do TV and print ads contribute to fads and get kids to want something?*

*What are some reasons people might choose not to be part of a fad?*

(Reasons might include affordability, concern for the environment -- where do all those old toys go when the garbage gets picked up? -- and responsible spending.)



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*Is it okay to advertise to kids?*

*Should there be rules about the type of advertising directed to kids? What sort of rules?*

### **Activity Materials**

Copies of the viewing chart



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show: \_\_\_\_\_

time: morning

afternoon

evening

								 health food
								 movies/ TV
								 books
								 cereal
								 snack food
								 toys
8								
7								
6								
5								
4								
3								
2								
1								

Write down the name of the show you're watching. Circle the time it's on. Watch the show and pay attention to the commercials. Each time you see an ad for one of these things (toys, snack food, cereal, books, movies/TV, or health food), put a check mark in that column.



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