**Anderson/ENGL 102-048**

**Homework for March 3**

“Imagine no possessions. I wonder if you can.”John Lennon *Imagine*

We have been discussing wealth, capitalism, and consumerism, and we have looked at the accumulation of “stuff” in our lives. We also discussed some of the ways advertisers push us to buy products. There are multiple ways to look at these arguments beginning with the way our economy depends upon the masses buying stuff to the waste we produce with nowhere to put it.

For Thursday, begin to explore (in writing) some of these areas on your own—where do you stand on the issues? You may use one or more of the following questions to guide you or develop your own question. Bring this work to class on Thursday.

Guiding Questions

What do you think makes a person want to consume and buy more? Are you, or someone you know, persuaded by advertising? Do celebrity ads or peer pressure contribute to your purchasing habits? If so, how?

If you were an advertising executive creating a TV commercial, how would you convince consumers to buy your new cell phone product? What audience would you target? How would you make your ad persuasive and memorable? For example, would you use a catchy song or a repetitive phrase? What do you think makes an ad successful? Why?

When purchasing items, how do you distinguish between a need, something you have to have, and a want, something you would like to have?

Identify some of your own possessions that you currently don’t use. Which of these might be revitalized, reused, or repurposed, either for your own use or by others? Do you think this could be a one solution for minimizing the impact of consumerism? Why or why not?