

Pre session: Display different advertisements in the room.

- Flood game
- What is consumption
- *Advertisements*
- *Packaging, Malls and supermarkets,*
- *Perceived and planned obsolescence.*

Flood game to understand our needs

Flood game: Children are divided in groups of 2-3. If many than 4-5. Each group is given 20 blank chits. The situation is that a heavy flood has come in the village, government has arranged for rehabilitation. A truck for each family has been arranged to transport them to the safe location. The condition is that the truck can carry only 20 items in it. As a group they have to decide what 20 things they want to take with them and write one thing per chit. Examples could be led lamp, food, medicine, water, laptop, story books etc.

A path is decided for the groups, where they have to travel with this imaginary truck. They face obstacles on the way, needing them to eliminate things from the 20 things. By the time they reach their destination, they should only 3 chits remaining. Each group should take a mutual decision when eliminating things.

Obstacles.

1. Unfortunately the government was unable to send the promised trucks and have sent smaller vans. These vans can only contain 16 things in them. So each group needs to eliminate 4 things from their bunch.
2. The van has broken down, you have to walk rest of the way. As you can't carry that much resources, each group has to eliminate 6 things from their bunch.
3. You have to climb up a hill in order to reach your destination. Carrying so much uphill will be difficult so leave 3 things at the foothills.
4. You encounter bandits on your climb down the hill, they ask for 4 things from you in order to pass through.

(Having an actual physical path that the children have to travel in with a person standing in interval with the obstacles, and he/she collects the eliminated chits from each group.

Finally you reach your destination - WHat are the things left with you?

Debrief: What happened in the game? What are the things ultimately left with you? What are your thoughts?

Take the conversation towards Basic needs, Then move the conversation towards how in today's lifestyle just food, clothes and shelter are not our only needs, we also need electricity to

run our houses, petroleum for our vehicles, also mobile, internet have also in many ways become a very important need in our life.

What is Consumption?

Welcome to Consumer culture – Upbhokta sanskruti mein aapka swaagat hai

The Big FAT consumer trap

This stage is what the whole game is all about

Let us understand some definition to come on same page (on board)

What is the meaning of consumption? Why is consumption increasing?

Consumer – to destroy, squander, use up, devour, annihilate, or use to waste – बर्बाद करना, गंवाना, उड़ा देना, तबाह कर देना, इस्तेमाल करना

Today the whole economic model runs on increasing consumption. - Connect dots to the linear model of development

Why is consumption increasing

- Wants turned into our needs - Wifi
- Need for convenience
- Disposable Income - Our income goes faster than we earn
- Disconnect from our families, communities and nature.
- Commodification - Ask children what used to be free when they were very young but is not anymore. Also ask them what was free when their parents were young which is not anymore. Ask the ask their parents and grandparents when they go home. Examples: Water, food at wedding and festivals- before the community used to gather and cook, make sweets but now?? Give shocking example to children - If I tell you that for every breath you take give me rs 5 or for the love and respect your parents gave all these years pay them, imagine your dad takes you out - plays with you, give you love and affection and then asks for rs 100 for the care he gave or you mom makes your favourite dish and asks rs50 for the consideration. But that is what is happening, now people are buying services that provide them with people who will listen to them, give them attention and love. [Show video of selling Air : https://www.youtube.com/watch?v=n0jPTjC17FI](https://www.youtube.com/watch?v=n0jPTjC17FI)

Communities provided everything – child care, death, birth, cooking, play, mid-wives, emotional and logistical support. We are all too busy, too isolated, that there's a void that has been created.

Commodification at work – process of turning things that were once public amenities and neighbouring activities or role of friends into privately purchasable stuff or service.

No communities → we work hard → less time for family → Less contribution to community
It is a downward spiral

How Advertising and Media influences us to consume more?

1. Advertisement quiz: read out the tagline and children guesses the product or brand

Maggi: Taste bhi, health bhi

Cadbury: Kuch mitta ho gaye

Thumbs up: Aaj kuch tufanni karte hai

LIC: Zingadi ke saath bhi, zindagi ke badh bhi

Bournvita: Tayari jeet ki

Surf excel: Daag to ache hote hai

Amul: The taste of india _____ Dudh pita hai india

Kurkure: Tedha hai par mera hai

Vicks: _____ ki goli lo, kich kich dur karo

Washing powder _____

Ask children if they want to add any taglines

2. Rs. 3,24,00,00,00,00,000 spent annually on advertisements worldwide.

Write this figure on the boards and ask children to tell you how much it is then tell them that this much money is spent on advertising.

Ask them where all do they see advertisements??

And why do they think advertising is so important that so much money is spent on it.

Why - To play and influence your mind to increase consumption.

3. Lets see how?

For each point, show 1 or more advertisements and tell children that they have been given the role of detectives and by seeing the advertisements they have to say how this advertisement played on their mind or influenced them to buy the product.

1. Advertisements target children and teens: Companies target children and teen because they are able to persuade their parents to buy things for them. Also a very important fact is brand loyalty. When a young child like a particular brand, he/she becomes loyal to the brand and is a lifelong consumer of that brand. Example if you like cadbury then even when you are grown up you will buy cadbury for kids and then grandkids. Advertisement examples: <https://www.youtube.com/watch?v=M-mQtZ6dzjl>, https://www.youtube.com/watch?v=Fq2jCV_QsEA. Children are put in advertisement of products that they are not related to at this age, about products they don't take decisions about.
2. Inferiority complex: When you see an advertisement, you feel inferior because you don't have what the advertisement is showing you, you feel less or small, And the society also works in that way. Ask children have they ever felt that?? *Uncle ka T.V dabba and complain eh chotu* <https://www.youtube.com/watch?v=bxno0yjLW9c>.
3. Set benchmarks for stereotypes, acceptances: Advertisements set a benchmark of what is beautiful or what is good, if you don't have that then you don't have acceptance: *Fair and lovely or jewellery or clothing or any milk addons advertisement*.
4. Story bias: If I tell you a story - there was once a king, once a queen. The king died and then the queen died. Then I tell you another story, there was once a king and queen, the king died, due to grief of the loss the queen died. Which story would you like better. Human beings relate with emotions and like emotions and stories that's why advertisements create emotional stories so that we relate with the brand and advertisement <https://www.youtube.com/watch?v=C-jPrQzvE9E> <https://www.youtube.com/watch?v=oT9ce4Pi8ul> - surf excel adv - spreads good msg but underline they are selling you a brand and product, *Maggi advertisement*
5. False promises: A deodorant or powder advertisement, shows that if you spray you will get lots of girlfriend, or if you use this shampoo you will get long hair, we want that acceptance, the standard they have set but they are giving us false promises. *Deodorant adv*
6. Changing and portraying lifestyles: What kind of a house? Advertisements are changing our lifestyles and showing us what kind of life we should live, before in festivals we gave each other sweets now we give chocolates. https://www.youtube.com/watch?v=VqjAH_XyDmg, Adv: Cadbury, chocolates instead of sweets

TASK : Look over ads in Radio, newspaper, and roughly estimate percentage of ads in the newspaper to actual news. Can be done in groups.

Packaging, malls and supermarkets

Use ppt presentation of picture examples or actual products

Packaging

- Overall the way products are packaged affect our buying, creams and soaps packaged in nice dispensers or kinder joy or cadbury packaged with a toy, our toiletries or other things packaged in nice fancy looking or differently shaped bottles.

<http://www.packagingdigest.com/packaging-design/the-truth-about-how-food-packaging-influences-taste-perception-2016-02-02>

- Colours are smartly used in packaging - Red and yellow: The colour red and yellow are used in a lot of junk food packaging, there is a whole psychology to it, red and yellow are appetizing colours, when you see them they make you feel hungry. Show pictures of Mcdonald's, maggi, yipee, KFC, pizza hut or actual packaging.

www.bluesky-web.com/color.htm, www.businessinsider.com/why-are-fast-food-signs-red-2015-9, <https://spoonuniversity.com> › Lifestyle,

Malls and Supermarkets

- Supermarket: Our supermarkets are designed for us to consume more, the travel route of a supermarket make sure you pass through certain shelves, that will catch your eye and you may buy it, the companies that pay the supermarket more get to have their products on the eye level of the supermarket shelves catching the customer first. So you went in to buy a packet of bread you may just end up buying some more.
- Supermarket: Near the billing counter there is always small things like chocolates that you will pick up on the go, a subconscious decisions but done purposefully, also while waiting in the line children will throw tantrums when they see the chocolates.

<https://www.youtube.com/watch?v=ThNeIT7acel>

<http://www.businessinsider.com/supermarkets-make-you-spend-money-2011-7?IR=T>

<http://theconversation.com/the-science-that-makes-us-spend-more-in-supermarkets-and-feel-good-while-we-do-it-23857>

- Malls: The mall's architecture is made to make you consume more, the ambience of the mall - lighting and music makes you mind go numb making it difficult for you to make proper decisions. The ambience of the shops are more comfortable then the corridors making you want to stay in shops then rather in the hallways, There are barely any windows that let you see outside, the sky causing you to lose track of time. The mall makes you want to shop, want to consume sub consciously and consciously. Things are

expensive in malls even food, but it is cool and modern to roam around in malls.

<http://www.upworthy.com/the-secret-psychology-that-shopping-malls-use-to-trick-you-into-spending-money>

Field Trip: Actual visit to a supermarket or mall, where children analyze and observe or a visit to an architect or someone who can tell them about how supermarkets and malls are made to lure us into buying. Even someone in the packaging industry.

Perceived and planned obsolescence

https://www.youtube.com/watch?v=jid2A7ldc_8&t=150s

This movie explained planned and perceived obsolescence.

Show to kids

Planned obsolescence is when the company plans in products in such a way that you will keep buying, when a company makes a mobile it knows that in 2-3 years better technology will develop like 3g to 4g but they don't make your phone upgradeable so when the new technology arrives you will have to buy a new phone. Give examples to children, If we are not updated or have the latest technology phone or car or clothes we feel inferior and we perceive that we have been left behind.

Also share how repairing electronics had become more expensive than buying new ones, even fashion is ever changing, all this is done to keep you buying, keep you consuming giving rise to GDP and profits of the company.

<http://www.mymoneyblog.com/planned-vs-perceived-obsolescence.html>,
<http://plannedandperceived.weebly.com/examples.html>

Sum up the points of consumption.

And ask children how do they feel?