

## Start with Awareness, End with *Action*

### Gunn Social Studies NIOS Lessons 2014

**Objective:**

Students will examine a societal issue of some sort, see a variety of reactions, and then discuss their own thoughts or approaches to the situation. The purpose of the lesson in general is to build empathy among students.

**10<sup>th</sup> Grade: World/Government****Time & Materials:**

Anywhere from 5 – 20 minutes, depending on if you show other clips along with the original ad.

**Prior to activity:** Generate “Group Norms” to make the following discussion to take place in a safe environment. Here are some ideas:

- Allow people to say mistakes or say the “wrong” words
- Do not judge
- What is said here stays here
- Ask class for others

**Step One:** Preface the video with a brief intro about what they are going to see. You can say something like “You may have seen this commercial earlier in the year. Consider how its themes connect with what we have studied about \_\_\_\_.”

**Step Two:** Show the video(s) to students.

Watch 2014 Coke Superbowl Commercial <https://www.youtube.com/watch?v=443Vy3I0gJs> (1:00 minute)

Optional: Watch one or two of the following videos that discuss the making of the commercial:

<https://www.youtube.com/watch?v=yFkKtCank1w> (Tagalog)

<https://www.youtube.com/watch?v=Lhcl0pfznoc> (Keres)

<https://www.youtube.com/watch?v=3gwEh4rMqs4> (Mandarin; her last statement is relevant)

<https://www.youtube.com/watch?v=89y3IOVNVOK> (Hindi; focus on her message starting at :48)

<https://www.youtube.com/watch?v=QjDvvd0GHcK> (Spanish)

<https://www.youtube.com/watch?v=Ee1qBlaEZp4> (Senegalese-French)

<https://www.youtube.com/watch?v=TASniuDNKZw> (English; focus on her statement starting at :34)

<https://www.youtube.com/watch?v=1ReHUMUb9gY> (People talking about diversity in America [by Coke] 5:10)

If you are comfortable, you may wish to discuss the online discussions that took place after the commercial aired during the Superbowl. (E.g., <http://www.usatoday.com/story/news/nation-now/2014/02/03/coca-cola-ad-super-bowl-racism/5177463/>)

**Step Three:** Have students spend a few minutes writing down their reactions to the video and their responses to the following questions.

- 1) Were you surprised by what you just heard? Why or why not?
- 2) If you were surprised, what surprised you most?
- 3) Did you expect there to be such backlash? Why?
- 4) What do you think is the *intention* behind the ad (besides to sell Coke)? What was their purpose in making this piece?

They can use bullet points to express their ideas or do a quickwrite. You could also have students do a pair-share to discuss their reactions.

**Step Four:** Debrief the video(s) with the students. What did they write in their quickwrites?

You might discuss code-switching and other ways of looking at the issue without blame, especially for students who may believe that people in America should certainly speak English. (Something like this, but less inflammatory: [http://www.frostywooldridge.com/articles/art\\_english\\_language\\_of\\_america.html](http://www.frostywooldridge.com/articles/art_english_language_of_america.html))

**Step Five:** Ask students to reflect on how this ad and the reactions to it may tie to your Government or World course.

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**11<sup>th</sup> Grade: American History**

**Time & Materials:**

Anywhere from 5 – 20 minutes, depending on if you show other clips along with the original ad.

**Prior to activity:** Generate “Group Norms” to make the following discussion to take place in a safe environment. Here are some ideas:

- Allow people to say mistakes or say the “wrong” words
- Do not judge
- What is said here stays here
- Ask class for others

**Step One:** Preface the video with a brief intro about what they are going to see. You can say something like “You may have seen this commercial earlier in the year. Consider how its themes connect with what we have studied about \_\_\_\_” (perhaps Civil Rights, women’s rights).

**Step Two:** Show the video to students.

Pantene Commercial <http://www.youtube.com/watch?v=kOjNcZvwjxl> (About 1 minute)

**Step Three:** Have students spend a few minutes writing down their reactions to the video and their responses to the following questions:

- 1) Were you surprised by what you just saw? Why or why not?
- 2) If you were surprised, what surprised you most?
- 3) Had you thought about these double standards before?
- 4) How do you feel about these double standards? Can we do anything about them?
- 5) This commercial was produced for the Philippines. Do we have any advertisements in the States that are similar? If not, why?

They can use bullet points to express their ideas or do a quickwrite. You could also have students do a pair-share to discuss their reactions.

**Step Four:** Debrief the video with the students. What did they write in their quickwrites?

**Step Five:** Ask students to reflect on how this ad and the reactions to it may tie to your American History classes.

Optional pieces to watch: *Plastic* <http://www.youtube.com/watch?v=UpJFE8UcFcU> (7:27 min)

*Body Evolution* <http://www.youtube.com/watch?v=17j5QzF3kgE> (1:11 min)

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**12<sup>th</sup> Grade: Economics**

**Time & Materials:**

Anywhere from 15 – 30 minutes, depending on if you show other clips along with the original piece.

**Prior to activity:** Generate “Group Norms” to make the following discussion to take place in a safe environment. Here are some ideas:

- Allow people to say mistakes or say the “wrong” words
- Do not judge
- What is said here stays here
- Ask class for others

**Step One:** Preface the video with a brief intro about what they are going to see. You can say something like “You may have heard about programs like this before about microlending. Consider how this video connects with what we have studied about \_\_\_\_.”

**Step Two:** Show the video to students.

Pennies a Day: <https://www.youtube.com/watch?v=veaVikY3u98&feature=youtu.be> (about 10 minutes)

**Step Three:** Have students spend a few minutes writing down their reactions to the video and their responses to the following questions:

- 1) Were you surprised by what you just saw? Why or why not?
- 2) Why did such a simple solution to their economic problems go unnoticed for so long?
- 3) Would a system like this work in the US?
- 4) How can you take action in a similar way within your own community or on a larger scale?

Students may use bullet points to express their ideas or do a quickwrite. You could also have students do a pair-share to discuss their reactions.

**Step Four:** Debrief the video with the students. What did they write in their quickwrites?

**Step Five:** Ask students to reflect on how this ad and the reactions to it may tie to your Economics classes.

**Optional:** You might show this video on Kiva ([https://www.youtube.com/watch?v=TLQX\\_5kQHyo](https://www.youtube.com/watch?v=TLQX_5kQHyo) --about 5 minutes) or direct students to the video to watch at home and form a partnership via a microloan of their own.