Teaching Resources

Adbusters Media Empowerment Kit: **$150°°**

"Inspire your students to think critically about the world around them"

-A lesson binder w/photocopy-friendly pages, including many of ABs famous spoof ads

-The Media Empowerment DVD (images&clips)

-1-year Subscription (6 issues!)

Adbusting: A Media Literacy Unit:
http://lessons.ctaponline.org/~bchavanu/

Advertising and Adbusting Lesson Plan:
https://www.google.ca/url?sa=t&rct=j&q=&esrc=s&source=web&cd=9&ved=0CHoQFjAI&url=http%3A%2F%2Fportal.tpu.ru%2FSHARED%2Fk%2FKEY%2Fumr%2Ftab2%2Flesson_plan.doc&ei=VVQ3Ua_WG-nVyQHx_YCQBw&usg=AFQjCNGwrTC6zdqyklw9Bta7kWDVKvD84g&sig2=PpFj7LqMbeIo8DC8LIRSyw

Analyzing Advertising Images Lesson Plan:
http://www.powertolearn.com/teachers/lesson_activities/family_and_consumer_science/CBV.112.E.FCS.R4.D158912.pdf

"Buy Nothing Day" Lesson Plan:
http://www.developingteachers.com/tips/bnd_spoofs.htm

Create Youth Consumer Magazine Lesson Plan:
http://mediasmarts.ca/sites/default/files/pdfs/lesson-plan/Lesson_Create_Youth_Consumer_Magazine.pdf

Creating or Parodying Ads:
http://www.tc.umn.edu/~rbeach/teachingmedia/module6/14.html

Media Diet & Cyberbullying:
http://definetheline.virtuo.ca/en/Research-And-Links_28/Adbusters-Media-Empowerment-Kit_40

Media Empowerment Blog:
http://mediaempowered.wordpress.com/count-the-ads-in-your-mental-environment/

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