

Are teens vulnerable because they are being stereotyped, or are teens the largest market advertising companies seek to understand?

Students have analyzed Madeleine Thien's short story Simple Recipes and the impact of family culture and identity. Last week, students wrote a script about their cultural identity and video recorded their speech.

This week, students move beyond the microcosm of their family to the macrocosm of their large society.

Goal: Students assess the idea of social responsibility by writing an expository email to a company's (Spite or YouTube) Chief Executive officer (CEO).

Definitions

1. **Expository:** writing that seeks to explain, illuminate or 'expose' (the root word)
2. **Relevance:** the idea that something connects with your personal experience
3. **Metacognition:** how you think about the way you think
4. **Stereotyping:** an over-generalized belief about a particular category of people. It is an expectation that people might have about every person of a particular group
5. **Target audience:** a particular group at which a film, book, or advertising campaign is aimed

The PBS video "The Merchants of Cool" is about the impact and effectiveness of advertising.

<https://www.pbs.org/video/frontline-merchants-cool/>

Criteria:

Student Checklist

Beyond the Checklist

<ol style="list-style-type: none"> 1. View the first 20 minutes of "The Merchants of Cool" Episode 5 2. Begin your email by addressing the company with the attention to its CEO (real name) 3. Introduce yourself 4. State and explain your source ("The Merchants of Cool") 5. Assume your reader has not viewed the video episode; clarify your topic and purpose for writing 6. Assess and respond to the episode in a critical way; provide supporting ideas 7. Type a 110 minimum to 125 maximum word email 8. End with a point that resonates with your reader. This cannot be an angry email or it will be ignored. Identify the purpose of your email. Is there a call to action? Clarify the reason you are emailing and/or why you want a reply. 9. Close the email with your name (Eg. Sincerely, Julia Bryant-Taneda) 	<ol style="list-style-type: none"> 1. View the full 59 minutes of "The Merchants of Cool" 2. Look for bias, contradictions, or distortions in PBS' episode content 3. Research the company and company's CEO that you address
---	--

Turn in assignment: Students must submit their typed expository email as a Word document to Teams

Score /6

Evaluative comment: What did you learn about metacognition? What do you like about your content?