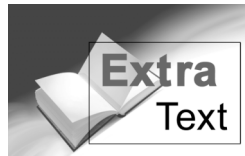



Handout 4.13



Optional Activity

4.1 ANTI-CONSUMPTION ACTIVISTS

Student Book, page 87

Student 

- > After you have read the text on page 87 of the Student Book, decide if the following statements are true or false.

Statement	True	False
1 Naomi Klein felt that brand names were very important to her as a teen.		
2 Ms. Klein wrote a book to expose how companies do business around the world.		
3 There are no manufacturers in the world who have rules about talking and smiling while you work.		
4 A woman died because she was forced to work while she was very sick.		
5 Shoes manufactured overseas are sold in Canada for almost the same price as they are made for.		
6 Kalle Lasn can't get his commercials broadcast on television because he isn't a very good filmmaker.		
7 Mr. Lasn helped begin the Buy Nothing Day campaign.		
8 Networks like MTV, Fox and CNN always broadcast commercials for Buy Nothing Day.		
9 What we buy has no impact on anyone or anything other than our personal happiness.		
10 According to Mr. Lasn, the wealthiest countries in the world consume 86% of all the goods on the world market.		

- > Answer the following questions.

1 What is Ms. Klein's and Mr. Lasn's primary goal?

2 What surprised you about this text?

3 What changes can you make to your spending habits to reduce the impact you have on the world? Explain.
