

11

U.S. History
History-Social
Science Standard
11.5.7.



Mass Production, Marketing, and Consumption in the Roaring Twenties

California Education and the Environment Initiative

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California Environmental Protection Agency
California Natural Resources Agency
California State Board of Education
California Department of Education
Department of Resources Recycling and Recovery (CalRecycle)

Key Partners:

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None required for this lesson.

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Key Unit Vocabulary

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Advertising: Activities and materials used to attract attention to a product or business.

American landscape: The features of the land, cultural geography, and human social systems of the United States.

Appliance: A device or instrument designed to perform a specific function, especially a household machine, such as a refrigerator.

Assembly line: An arrangement of workers, machines, and equipment placed so that a product being assembled passes consecutively from operation to operation until completed.

Biodegradable: Objects, materials, and chemicals that can be decomposed by bacteria and fungi.

Byproduct: Something, such as waste materials or chemicals, produced when something else is manufactured or consumed.

Consume: To use economic and ecosystem goods and ecosystem services.

Consumption: The act or process of obtaining and using a product or resource, whether produced by a natural system or a human social system.

Credit: An agreement through which a borrower receives something of value, such as money, with the promise to repay the lender.

Cycle: A regularly repeated event or sequence of events, that occur over time, such as the water cycle.

Demand: (noun) Quantity of a good or service that consumers are interested in purchasing from producers and suppliers at a given price.

Human social systems: The functions, processes, and interactions among individuals, human communities, and societies including political, social, cultural, economic, and legal systems.

Incentive: A policy, action, or reward that motivates or inspires a person or entity to take a certain action.

Innovation: The act or process of creating a new way of doing things, or the resulting product or process.

Investment: An asset purchased or held with the intention to profit from an increased value when the asset is sold.

Landfill: A solid waste disposal site where garbage is buried between layers of dirt.

Landscape: The visible features of an area of land, or an image, depicting an expanse of scenery.

Lifestyle: A way of life or approach to living that reflects the attitudes and values of a person or group.

Marketing: The process of promoting goods or services for sale.

Mass consumption: The act or process of consuming a large quantity of a product or resource.

Mass production: The act or process of producing a large quantity of goods.

Natural system: The interacting components, processes, and cycles within an environment, as well as the interactions among organisms and their environment.

Plastic: Any of various organic materials produced by polymerization that are capable of being molded, extruded, cast into various shapes and films, or drawn into filaments to be used as textile fibers.

Processed food: Food changed from its natural state for safety and convenience that is canned, frozen, refrigerated, or dehydrated and aseptically processed.

Key Unit Vocabulary

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Remediation: An action to reduce, isolate, or remove contamination from an environment, or to otherwise resolve an existing problem.

Suburb: A community on the outskirts of a city, that typically includes both residential and commercial areas.

Technology: The application of engineering and science to resolve a problem, or the resulting product or process.

Toxin: A substance that can cause disease or damage to humans and other organisms.

Waste: Materials, chemicals, and products that are regarded as having no use or value, often referred to as garbage or trash.

Rise of Mass Production and Mass Consumption

Lesson 2 | page 1 of 2

Name: _____

Instructions: Use information from today's lesson and the guide below to complete the flowchart on the next page.

Flowchart Guide

In the “Science and Events” space:

List at least three events or advances in science and technology prior to the 1920s that influenced mass production. (1 point each)

In the “Natural Environment” space:

List at least three examples of resources extracted from the natural environment to support mass production. (1 point each)

In the “New Products Produced” space:

Identify at least five examples of new products produced in the 1920s. (1 point each)

In the “New Products Consumed” space:

Describe how mass consumption affected new product production, science, and events. (2 points)

Describe how mass consumption affected the natural environment. (2 points)

Rise of Mass Production and Mass Consumption

Lesson 2 | page 2 of 2

Name: _____

Science and Events

Natural Environment



New Products Produced



New Products Consumed

Mass-produced Inventions Chart

Lesson 2 | page 1 of 3

Name: _____

Instructions: Follow your teacher's direction to complete the chart below. (24 points possible)

Mass-produced Invention	Natural Resources Required for Production in 1920s	Intended Consequences	Unintended Consequences (including byproducts)	Effects on Natural Systems (good, bad, neutral)
Automobile				
Alarm Clock				
Camera				

Mass-produced Inventions Chart

Lesson 2 | page 2 of 3

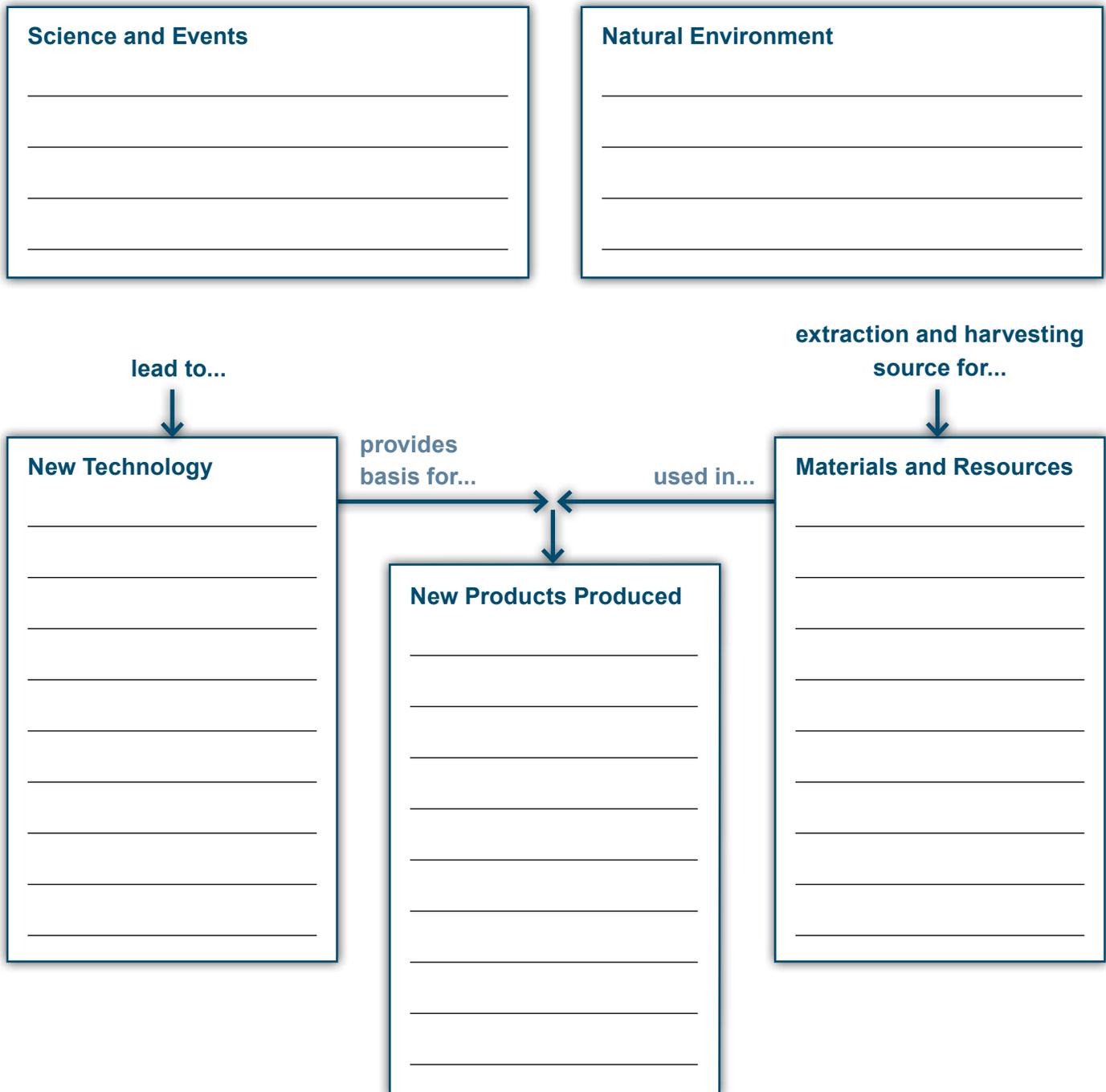
Name: _____

Mass-produced Invention	Natural Resources Required for Production in 1920s	Intended Consequences	Unintended Consequences (including byproducts)	Effects on Natural Systems (good, bad, neutral)
Canned Food and Beverages				
Lightbulb (incandescent)				
Telephone				

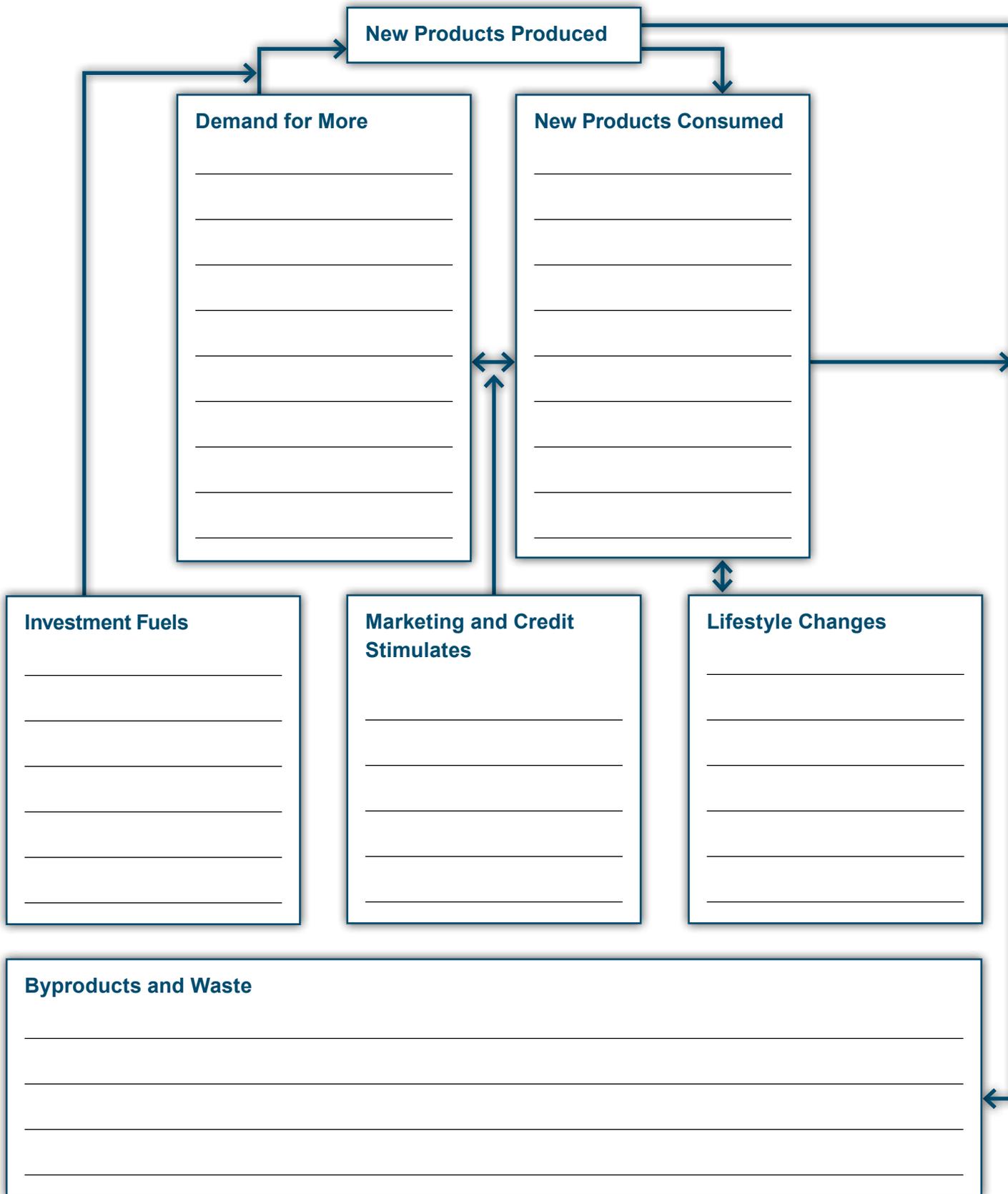
Name: _____

Part 1

Instructions: Use the information in this lesson to fill in the spaces on the flowchart below and on page 2. You may use information from the **Rise of Mass Production and Mass Consumption** (on pages 5–6) to help you.



Name: _____



Mass Production, Marketing, and Consumption in the Roaring Twenties

Lesson 4 | page 3 of 4

Name: _____

Part 2

Instructions: Write a brief essay (2–3 paragraphs) describing the direct and indirect influences of the changes taking place in the 1920s on the American landscape. Include the following in your essay:

- A description of the American landscape before 1920.
- Descriptions of the growing cities and human social systems that developed in the 1920s.
- Explanations of the influences of growing cities and human social systems on natural systems.

The following Scoring Tool will be used to score your essay:

Mass Production, Marketing, and Consumption in the Roaring Twenties Scoring Tool

Component	4 points	3 points	2 points	1 point
Describes features from natural systems	Thoroughly describes five or more features from natural systems.	Describes three or four features from natural systems.	Describes two features from natural systems.	Identifies one feature from natural systems.
Describes features of growing cities and human social systems	Thoroughly describes five or more influences and features of other human social systems that developed in the 1920s.	Describes three or four influences and features of cities or other human social systems that developed in the 1920s.	Describes one or two influences and features of cities or other human social systems that developed in the 1920s.	Mentions one feature of a city or other human social system that developed in the 1920s.
Explains the influences of growing cities and human social systems on natural systems	Thoroughly explains how growing cities and human social systems directly and indirectly influenced the American landscape and natural systems.	Explains some aspects of how growing cities and changing human social systems directly and indirectly influenced the American landscape and natural systems.	Describes several aspects of how growing cities and changing human social systems directly and indirectly influenced the American landscape and natural systems.	Mentions how growing cities and changing human social systems directly and indirectly influenced the American landscape and natural systems.

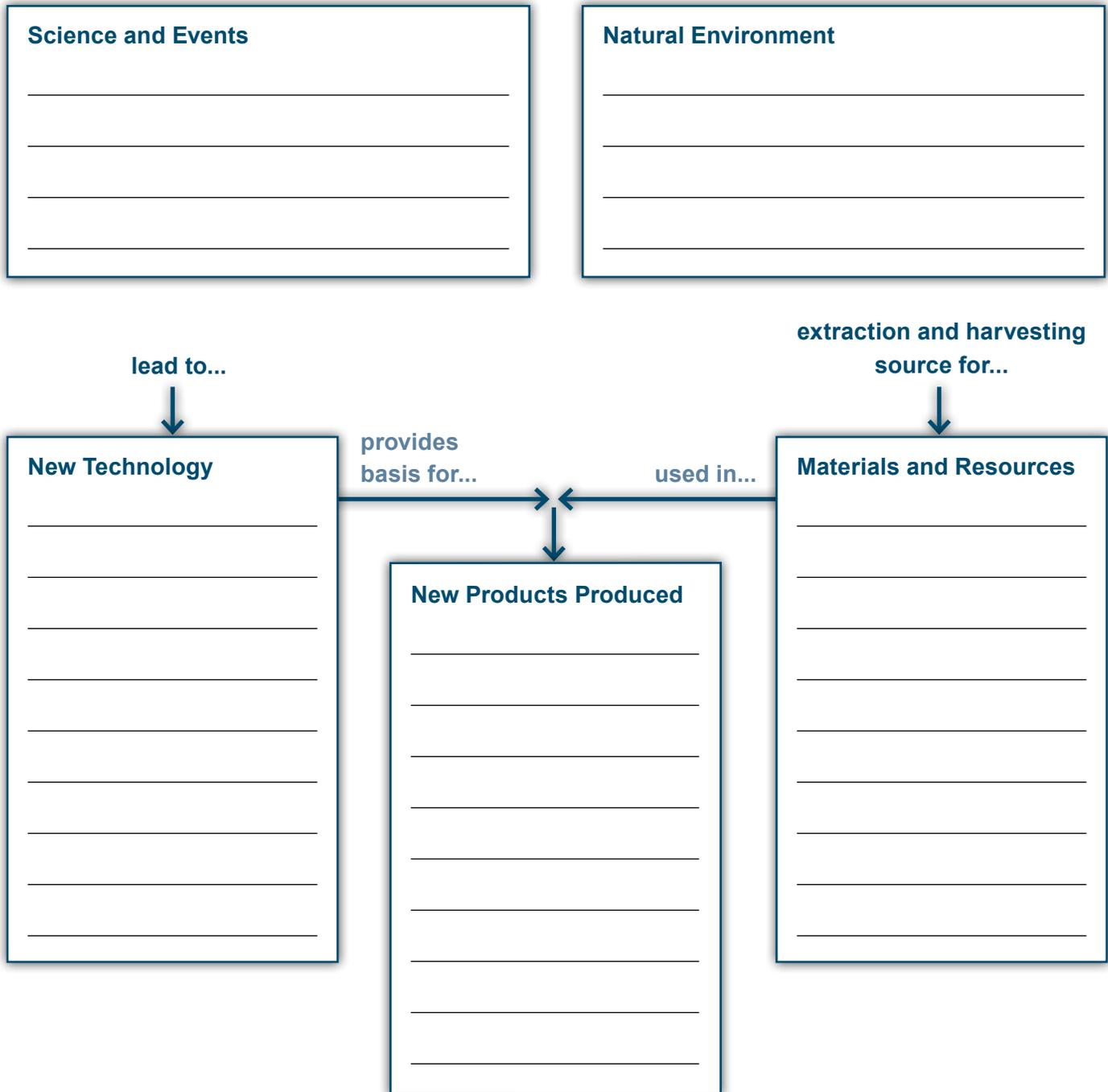
Mass Production, Marketing, and Consumption of Plastic Shopping Bags

Lesson 5 | page 1 of 4

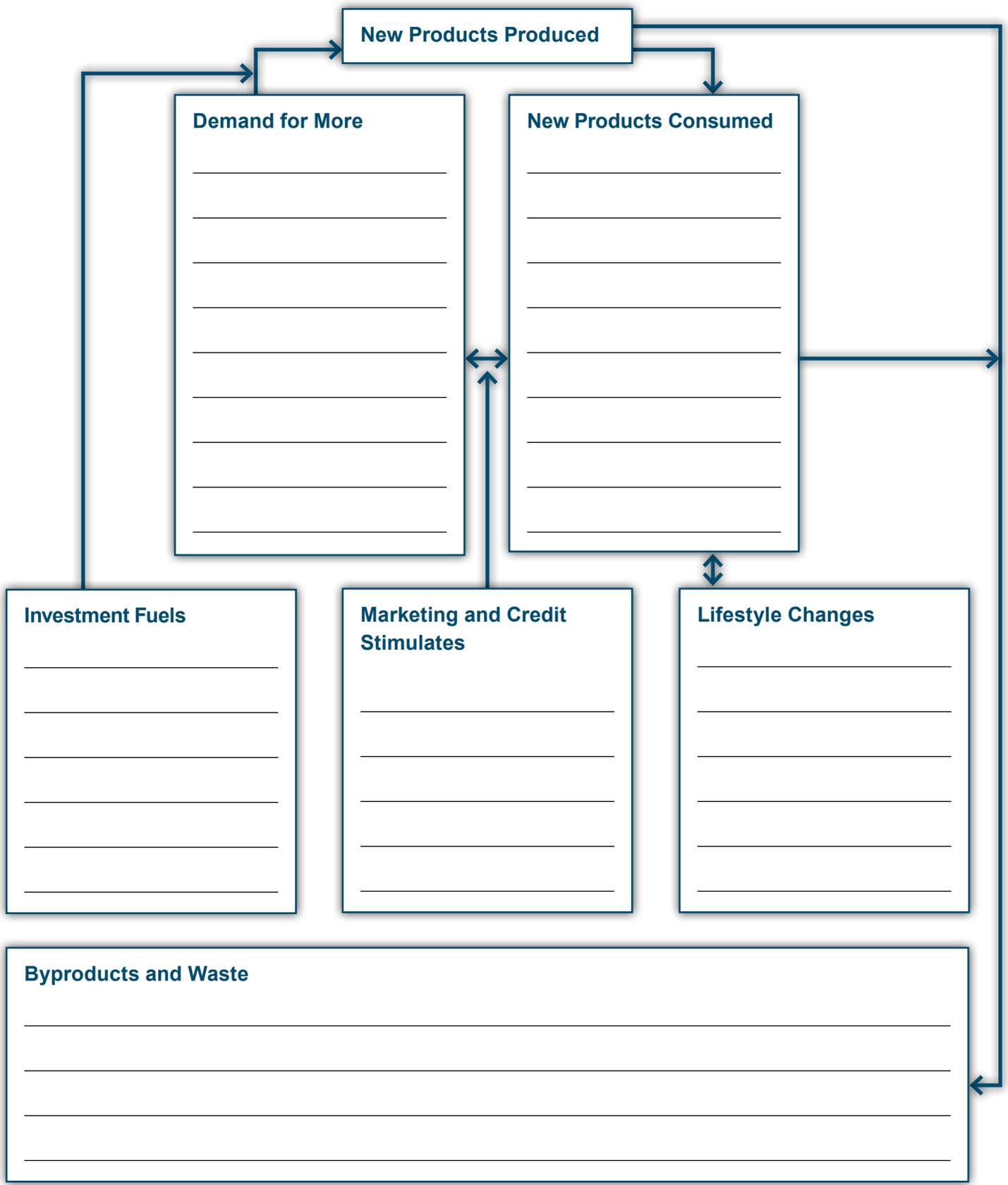
Name: _____

Part 1

Instructions: Use the information in today’s lesson to fill in the spaces on the flowchart below (and on the next page) about the mass production, marketing, and consumption of plastic shopping bags. (2 points each box)



Name: _____





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