

Rita's Webquest: Finding Answers to Life's Longings

RITA HENDRICKSON / JULY 29, 2002

Introduction

What does your heart and soul search for on this journey of life? We believe that we were created by God with a built-in longing for true happiness. We need to search for that true happiness in the world in which we live. We discover what really matters from life through our life experiences and God desires us to find answers to our deepest longings through a relationship with Him. Unfortunately the culture and society in which we live offers many false alternatives to happiness. How do I find my way?

The Task

One message we get from society, particularly through advertising, is that these products will make us completely happy and fulfill what we are longing for.

1. Watch 5 advertising commercials. What does the commercial do to get your attention? What technique and images do they use to relate to you? What are they implying that this product will do for you? (Make you more attractive, make you more popular, make you taller, thinner) What do they ask you to do? Do you believe what they are saying or did you recognize that they are trying to sell something to make money?
2. Read articles on consumerism and materialism from the web that I have located for you to read for discussion in class.
3. Chose an advertisement off the web or a print ad from a newspaper or magazine (be sure it is appropriate for school) and prepare a type-written critique of the advertisement based on the questions in number. Bring to share in class.

Resources

There are three articles that I have located concerning this topic.

- <http://www.christianitytoday.com/cl/7cl/7cl1026.html> Materialism: Why Can't I Have it All? By Carla Barnhill
- <http://www.newdream.org/newsletter/swimme/html> How do our kids get so caught up in consumerism? By Brian Swimme
- <http://npin.org/pnews/1998/pnew1198/int1198d.html> Selling Out America's Children: How America Puts Profits before Values and What Parents Can Do. By David Walsh

The Process

1. Our class will meet in the computer lab at a designated class time period. I would like you to be in groups of 2.
2. I will walk you through the WebQuest that I have created for this specific topic.
3. You will not have time to read all three articles during our class period but read the first one

together, the other two on your own time for homework.

4. Look at different advertisements by searching the web today and see if you and your partner can choose one to critique.

Learning Advice

INCLUDE HERE ANY ADVICE TO HELP THE LEARNER THROUGH THE WEBQUEST

Conclusion

CONCLUSION HERE

This page was adapted from Bernie Dodge 's WebQuest_Template1.html by Tom March