



Teaching and Learning in Art Education 2nd Ed

Cultivating Students' Potential from Pre-K through High School

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Targeted WISER Consumer Model Questions for Critiquing Visual and Popular Culture

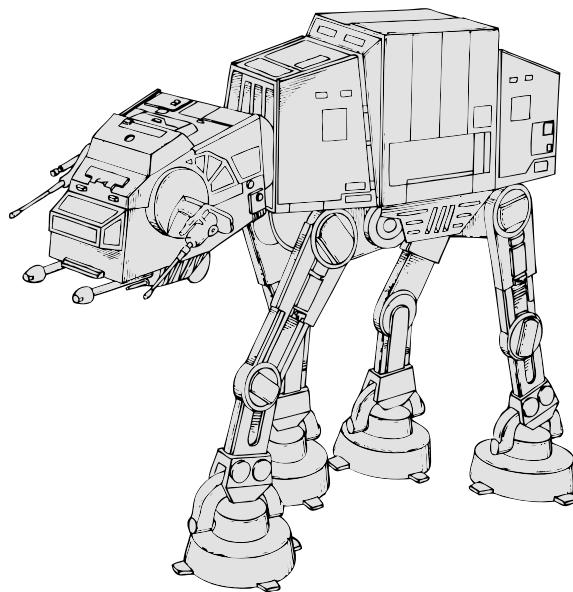


Image: Star Wars AT-AT Walker (All Terrain Transport Walker). U.S. patent drawing. Open Clip Art.

Directions: I (the student) can select a product or idea from popular culture that appears to be marketed toward me, like toys, games, posters, advertisements, branding merchandise, and public service announcements. Then, I can refer to the product or idea I selected and respond to the following Wiser Visual and Popular Culture Studies questions using complete sentences. After completing my answers, I can prepare for a class discussion and share my insights.

My Popular Culture Product or Resource

I have chosen the following popular culture product or idea :

Wise Investing

1. What is my chosen product or idea about? What are its key features?
2. What is its purpose? How might my demographic or behavioral traits make me an ideal consumer for this item or idea?
3. Does its information seem true, informative, entertaining, or something else?

4. What perspectives do I bring with me as I examine this product or idea?

Sales

5. How effectively does the product or idea convey its message?

6. What makes this product or idea appealing, unappealing, or indifferent to me? How does it activate or disengage my feelings and/or senses?

7. How convincing are the characters, objects, and/or ideas presented?

8. How do the product's or idea's multimodal components (like symbols, sounds, slogans and characters sounds) provide me with a fuller story? Given this information, to what degree does my selected product or idea persuade me?

End Results

9. Do I recommend this product or idea based on the message it conveys? Why? Why not? What informed my judgment?

10. Was my selected product or idea effective in doing what it was meant to do?

11. To what extent did this product or idea meet the needs of its intended users and those beyond its target demographic? What are its benefits? Are there any negative outcomes associated with it?

12. Given what I have learned, how can I more effectively communicate my informed insights on this product or idea and its message to others? Which external factors, if any, influenced my final judgment (life experiences, knowledge, etc.)?