

Teacher Notes:

Many of our students are chugging back on water in plastic bottles to stay hydrated...but do they understand the impact bottled water has on our environment? Many schools and school boards are taking steps towards banning plastic water bottles and advocating the use of reusable water bottles that can be washed and refilled on a regular basis.

An excellent movie to watch with your students is "The Story of Bottled Water" found at <http://www.storyofstuff.org/movies-all/story-of-bottled-water/>. This lesson is a great way to incorporate media literacy into your science lessons (and vice versa!) and promote a healthy discussion with your students regarding the environmental implications of their daily actions.

Before watching the video, talk to your students about drinking water. Some of the following guiding questions can be used:

- Where do you get your drinking water from?
- Do you drink tap water or bottled water?
- Is tap water safe?
- Is bottled water better for you than tap water?
- Do you think that there is an environmental impact to bottled water use?

The following worksheet can be used while watching the movie. After viewing the movie, have students share their thoughts and discuss the ideas that were presented.

This lesson is cross-curricular, as it covers expectations in the Science, Geography (and Social Studies), and Media Literacy curriculum areas.

Name: _____

Media Literacy Reflection: "The Story of Bottled Water"

Explain three new things that you learned from watching this video. Why did these ideas stand out for you?

Consider the cartoon graphics used in this video. How does it enhance the message?

The bottled water industry used different marketing tactics to appeal to consumers. Choose one tactic and explain what they did. Why was this strategy effective?

How can you "Take Back the Tap"?