
CHEMICAL ADVERTISING

Objective: Identify locations where chemicals are found, used, and stored.

Concept: The use of chemicals is all around us. Children can learn to appreciate the wide use of chemicals in today's society.

Targeted Age: Elementary School Age

Materials:

- ▶ Colorful magazines, store advertisements, newspapers
- ▶ Drawing paper
- ▶ Scissors
- ▶ Markers
- ▶ Glue

Have students find pictures of items from magazines, grocery store ads, and newspapers depicting items probably produced with the aid of chemicals. Have them include obvious items such as grain, vegetables also less obvious items such as ice cream, plastics, or colored paper. Arrange the cutout pictures into a collage, overlapping the pictures to make a pleasing picture.

Have the children label their picture with an appropriate title such as:

- ▶ Chemicals All Around Us
- ▶ Chemicals – Friend or Foe?
- ▶ Appealing to the Senses – Alluring to the Eye

Discussion

Facilitate a group discussion about the pictures and colleges. Ask each student to tell what chemicals may have been used in the production of the products.

Highlight the benefits and negative effects of chemicals to the consumer:

Positives

- ▶ Appearance of product
- ▶ Color
- ▶ Lack of blemishes
- ▶ Cost of production
- ▶ Stability of the product
- ▶ Disease prevention

Negatives

- ▶ Skin irritation or burning
- ▶ Chemical build up within ecosystem
- ▶ Expense
- ▶ Killing of beneficial organisms
- ▶ Disruption of soil balance
- ▶ Build up of resistance to chemical

Remind students that chemicals are used for specific purposes that can benefit as well as harm people. It is important to help students weigh the benefits and the disadvantages of chemicals in the production of products. Proper use of chemical products is one key in the prevention of negative effects.

