



BOARD OF STUDIES
NEW SOUTH WALES

'Something to say'

65 Pitt St

Sydney NSW

To whom it may concern,

Recently I have heard about your educational program 'something to say' that will tour high schools next year. I am writing to suggest

significant texts that should be involved in the program based on consumerism and its role in our society today.

Consumerism is extremely pervasive as it bombards numerous aspects of life. The imperial power of American consumerism is a relevant issue which is clearly addressed in Bruce Dawes Poem 'Americanized' as well as the Herron Paracetamol advertisement derived from the Sun Herald (19.5.02). It is also clear

that television trivialises life and dehumanises society as it can share relationships, label individuals and affect the health of society.

Dawes' poem 'Televistas' and the article 'Doctors spitting chips' by Fia Cumming (26.5.02 - Sun Herald) both stress the dramatic influence of television.

The enormity and continuous presence of consumerism is similarly reiterated in the poem 'Enter without so much as knocking' by Bruce Dawe.

All of these texts will be well suited for the addition in your program.

Firstly, America's Cultural Imperialism in regards to consumerism is present in everyday life, seen in the poem 'Americanized'.

The repetition of "She loves him..."

with the use of the ellipsis will help the high school students question America's intentions as they control many aspects of consumerism. The extended metaphor of mother and child re-emphasises the controlling nature of American consumerism over less powerful countries.

Through the direct speech 'the streets are full of nasty cars and men', although America's influence can be portrayed as beneficial, there is clearly a facade.

The use of the rhetorical question "Mummy's things! What could compel with that?" ~~has~~ adapts a sinister tone and sense of falsity, highlighting America's ~~intent~~ intentions as they dominate world consumerism.

The use of a dash in ' - ~~etc.~~ ^{into a corner} hurred' and 'crammed' in a carton ^{the alliterative statement}



amplifies the idea of a throw away society as people find it simple to tire of consumer goods, increasing the demand for improved products. Therefore it is evident that Americanised is vital for the inclusion in the program as Pawe's undertone of resentment and criticism emphasises the foreshadowing future dominance of greater powers.

Similarly, the Herron Peracetamol advertisement "Spot the difference and Stay in Australia" will help students question their buying habits as they are prompted to support an Australian made and owned product, in comparison to its rival brand, Paradol.

The two bright, large images of the competing products and the interactive call line encourages



people to challenge their busy habits and realise the impact of Greater powers.

The use of inclusive language in itell us in your own words why it doesn't matter to you that millions of your dollars are being sent back to a multinational "parent" exemplifies the need for the students you will be speaking to to realise the constant presence of consumerism in society as it may alter our values. I urge you to ^{also} include this text ~~the~~ to reinforce the role of great consumer power in society.

Secondly, the television plays a large role in society as we are conditioned by what we see. Commercials and programs



are an integral part of our lives as we ~~become~~ are influenced by the intruding role of the television. The poem 'Televisitas' must be included in your program ~~as~~ to demonstrate its effect on society. The use of familiar TV brands in "She was Sanyo-oriented, He was rank-arena bred" uses compounded words to emphasise how society can be labelled through consumerism. Television dehumanises society and trivialises life. This can be seen in "Their first falling out took place over candid camera" which use italics to present the idea that even relationships can be based around television.

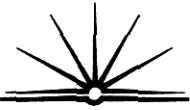
~~Also~~ Also, the use of compounded words in "to be ever-faithful to each other till next they met -

in world at war" suggests the trivial nature of consumerism derived from the television set.

Similarly your program must establish the impact of consumerism of the younger generation in society. The article 'Doctors spitting chips' puts forward the impact of the role of the televisions on the health of young people, as they adopt negative lifestyle habits early on in life.

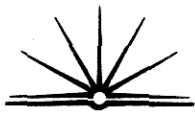
The listing of products such as "Chips and other fried snacks" highlights the health problems adapted as a result of consumerism.

The use of quotations from a medical professional such as "food intake is one factor but the critical factor is the length of time spent in front of the televisions"



will help the high school students ~~have~~ reevaluate their consumeristic practices and reliance on the Television. It can easily be seen that you must include the role of the Television in your program 'Something to Say'. Television bombards society with consumer values and can trivialise life, ^{as} ~~and~~ society ^{can} base many elements of their lives on the controlling role of the Televisions.

Finally the poem "Enter without so much as knocking" must be included in your program to reinforce the large scale nature of consumerism and its constant presence in our life. We, as society are bombarded with consumerism from the earliest of moment as it is imposed on us from childhood



The reference ~~of~~ to the TV personality in "The first thing he heard was Bobby Dazzler" and the use of ellipses in "He really was lucky because it did mean a thing to him then....." suggests the constant presence and prevailing nature of consumerism in society.

As society is impacted on by consumerism we become self-centred and egocentric. The use of compounded words in "money-hungry back-stabbing miserable so-and-so" reinforces that society can be influenced by consumerism as we adopt consumer behaviours.

Finally the use of the cliché "It's number one every time" emphasises how we as society can prioritise in regards to wealth



and the pervasive nature of consumerism. Dave sufficiently ~~big~~ reinforces the enormity and great presence in society.

I hope that the poems, ~~texts~~ By Bruce Dave and the additional texts I have collected will be seriously considered as they consider many aspects of consumerism today. The high school students will be talking to will be able to relate to the ^{dominance} ~~role~~ of American consumerism, the role of the television and the controlling nature of consumerism in general.

I urge that you consider the inclusion of these texts to inform the high school students to whom you will be addressing.

Yours sincerely

John