

consumer economy

An economy that depends on a large amount of spending by individuals



Related Words: *purchaser-driven economic system*

Example Usage:

In today's **consumer economy**, credit card companies frequently target high school and college students because they have the potential to spend a lot of money.

Electric power, advertising, and buying on credit fueled the **consumer economy** of the 1920s.

Examples: *Online shopping, standing in line to buy the latest smart phone, purchasing lunch in the cafeteria*

Nonexamples: *Trading your jacket for your best friend's old cell phone, eating dinner at your grandmother's home*

Turn and Talk: Choose one of the following:

1. We live in a **consumer economy**. Describe an advertisement that has influenced you as a buyer.
2. What are some products whose advertising targets teenagers in our **consumer economy**?

prosperity

Financial success or wealth



Related Words: *richness, fortune, affluence*

Example Usage:

The Bureau of Labor Statistics reports that attending college is a key to future **prosperity**.

An editorial in the January 1, 1929, edition of *The New York Times* stated: "It has been twelve months of unprecedented advance, of wonderful **prosperity**." It was the end of a 10-year period that had the greatest increase in national income ever.

Examples: *Apple Inc., Oprah Winfrey*

Nonexamples: *Someone who can't afford to pay rent, filing for bankruptcy*

Turn and Talk:

What is one thing you would do for your family if you had greater **prosperity**?

mass media

Types of communication that reach large numbers of people in a short time, such as television, radio, movies, newspapers, and the internet



Photo from Daniel R. Blume at flickr.com

Related Words: *broadcasting, electronic media, information technology*

Example Usage:

Mass media is a powerful tool to shape opinions and attitudes because it reaches a large audience in a short period of time.

Examples: *Cable news networks, satellite radio stations*

Nonexamples: *The school newspaper, a local rock band, a “lost dog” flyer*

Turn and Talk: Choose one of the following:

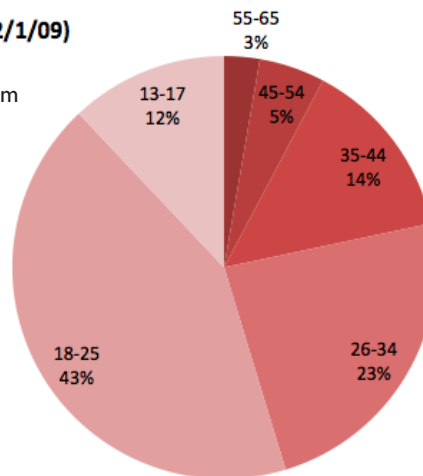
1. How does **mass media** create celebrities?
2. In what ways does **mass media** have an impact on your life?

demographics

The characteristics of a human population, including gender, age, race, income, geographic location, education level, and employment

US Facebook Users by Age Group (2/1/09)
(InsideFacebook.com)

Image from Beth Kanter at flickr.com



Related Words: *population statistics*

Example Usage:

The major **demographic** change of the 1920s was a movement of population from rural areas to urban areas.

Demographics data for Facebook.com show that approximately 80% of monthly active users are outside the United States and Canada (source: <http://newsroom.fb.com>).

Examples: *2010 Census results, the population of your school by age and gender*

Nonexamples: *A school election, a math problem*

Turn and Talk: Choose one of the following:

1. Why would the **demographics** of an area be important if you were thinking of opening a restaurant there?
2. If you were a door-to-door salesperson, how would **demographics** affect your choice of neighborhoods to target?

social revolution

A change in the way a large number of members of a society live



Related Words: *upheaval of social norms, massive change*

Example Usage:

Flappers symbolized one of the **social revolutions** of the 1920s.

A growing list of universities and colleges now offer social media courses, responding to the **social revolution** caused by social media sites such as Twitter and Facebook.

Examples: *Social media, the civil rights movement, feminism*

Nonexamples: *“The Hunger Games” book series, skinny jeans*

Turn and Talk: Choose one of the following:

1. How has social media caused a **social revolution**?
2. How is a **social revolution** different from a political revolution (for example, the American Revolution)?