A one-year general education course entitled "Man and Environment" has been developed at Miami-Dade Junior College, Florida. Basic framework for the course was built on the premise that an interdisciplinary, module-structured course represents one of the better approaches to planning environmental education curriculum. Material for the course may be found in "Man and Environment, Revised Curriculum", ED 056 930. Utilizing the modular form and topical areas of Man and Environment, this booklet, however, presents variations, or alternatives, for the modules. Twenty topical areas are covered: ecological imperatives; value systems--Ecological priorities; belief systems; the myths of technology; earth as an energy system; conservation of vital resources; population dynamics; urbanization: the living community; urban environment; water--supply, demand and pollution; air pollution; food and drug pollution; sound pollution; scenic pollution; wildlife and man; soil and man; intergroup tensions; impact of political systems; impact of economic systems; and media and the environment. Each section offers one to five alternatives, outlining an overview of the module, concepts to be developed, student objectives (learning activities), and a list of resource materials. Where appropriate, a chart is constructed indicating each concept, strategy for developing it, and suitable evaluation procedure. A bibliography is included. (BL)
MAN AND ENVIRONMENT
ENVIRONMENTAL EDUCATION

ALTERNATIVES

FOR

MAN & ENVIRONMENT

REVISED CURRICULUM

Pursuant to Grant Number 72-5790

A National Training Program in
Environmental Education
for
Faculty of Institutions of Higher Education

Conducted by
Miami-Dade Junior College
Miami, Florida
1972-73
DISCRIMINATION PROHIBITED -- Title VI of the Civil Rights Act of 1964 states: "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." Therefore, the faculty training program for environmental education has been conducted in compliance with this law.
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INTRODUCTION

A group of educators met in a workshop setting at Miami Beach, Florida July 17-28, 1972. This workshop was a primary focus for a project granted to Miami-Dade Junior College for 1972-1973. Funded by monies from the Education Professions Development Act, this project has sought to involve educators at the post-secondary level in developing understanding and in writing curriculum materials specific to environmental education studies.

The Environmental Education Act (PL 91-516) has emerged in answer to a serious concern for the state of our environment. In fact, it has been made quite clear that man's very survival will depend on developing a clear understanding of his relationship to the environment.

In the first annual (1970) report of the Council on Environmental Quality, President Nixon said:

"We must seek nothing less than basic reform in the way our society looks at problems and makes decisions. Our educational system has a key role in bringing about this reform . . . It is also vital that our society develop a new understandin, and a new awareness of man's relation to his environment - - what might be called environmental literacy. This will require the development and teaching of environmental concepts at every point in the educational process."

Since the enactment of PL 91-516, a series of questions have been raised in the planning process for environmental educational curriculum. Specifically, the questions have been faced by community colleges all across the nation. To answer this dilemma and, indeed, to develop at least the essentials of a curriculum appropriate for nationwide use, a group of community college environmental educationists and a number of consultants have designed a one-year general education course entitled Man and Environment.
The basic framework for this course has been built on the premise that an interdisciplinary, module-structured course represents one of the better approaches to planning environmental education curriculum.

The material presented in this booklet represents the writing efforts of the Miami-Dade Junior College EPDA workshop participants. Because the modular form and topical areas of *Man and Environment* have been used, the structure of this booklet is aligned in a similar manner but with variations - or alternatives - for the modules. As a result of time constraints within the two-week workshop period, this booklet is not representative of a complete set of alternatives. It is anticipated that additional writing will be done and sometime within the near future alternatives for all topical areas of *Man and Environment* will be available.

Decisions emerging out of group interaction are not easily come by. Therefore, we are indebted to the faculty participants who worked throughout the two-week workshop to accomplish their task. This booklet represents the best efforts of all groups working together toward a common goal; to make environmental education synonymous with "education". But it is education for a purpose. The environmental education process is dynamic - changing as the needs of society change. It must emphasize the continuation of the educational process throughout man's lifetime.
Alternatives

for

Man & Environment Revised Curriculum
I. OVERVIEW

This module would attempt to convey (1) a clear understanding that man is an inseparable part of a system composed of men, culture and the natural environment, and that man's technology alters the inter-relationships of this system; (2) an appreciation of the environment, both natural and manmade; (3) a fundamental knowledge of the problems confronting man, ways to solve these problems, and the need for citizen and governmental partnership in working out solutions, and (4) attitudes, ethical standards, and behavioral patterns which will foster citizen commitment and action to overcome the environmental crisis and to improve the quality of life in the 70's and 80's.

II. CONCEPTS

A. Man is an integral part of the environment. He must understand the interaction and interdependence of the elements which make up an Eco-system.

B. Man must understand the interrelationships between organisms and their environment.

C. In order to survive, man must conserve the finite renewable and non-renewable resources.

D. Man must learn to revise his short term value system to accommodate his long term needs.

III. STUDENT OBJECTIVES

A. The student will:
   1. Construct a food web with man as the top order consumer
   2. Describe a number of adverse environmental changes which would have immediate and/or cumulative impact on man as a species.

B. The student will:
   1. Construct an example illustrating man's involvement in the bio-geo-chemical cycle, (nitrogen), (H₂O), (CO₂), (C).
   2. Define Eco-system.
   4. Describe three relationships that exist within any Eco-system.

C. The student will:
   1. Differentiate between renewable and non-renewable resources.
   2. List three renewable and three non-renewable resources.
   3. List four resources which may not be available fifty years from now.
   4. Identify four ways in which a resource you used yesterday might be better used tomorrow.
D. The student will:
1. Describe an example of a civilization in which its means of success through environmental degradation brought its downfall. (Ankor Wat)
2. Describe how a country has improved its ecological balance, by using resource management. Forest management in Japan, Israel, Holland.
3. Describe a local example of how mismanagement of one resource has created an ecological crisis affecting future generations.

IV. RESOURCE MATERIALS
1. Detweiler, Thomas - Environment and Man (an anthology)
2. What is Ecology?
3. Eco-Sphere reprints of Scientific American articles.
5. World Game - Buckminster Fuller (book)
6. Politics of Neglect (book)
**ECOLOGICAL IMPERATIVES**

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>STRATEGY</th>
<th>EVALUATION</th>
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<tbody>
<tr>
<td>A. Man is an integral part of the environment. Man must understand the interaction &amp; interdependence of the elements which make up an Eco-System.</td>
<td>1. Prepare 2 case studies showing man's interdependence with the environment. Let one be the result of a &quot;National&quot; event such as earthquake or volcanic eruption with consequent disease, faminal, social migrations. Let the other be the long range consequences of man's activities.</td>
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**OBJECTIVE:**

1. Describe a specified number of adverse environmental changes which would have immediate and/or cumulative impact on man as a species.
## ECOLOGICAL IMPERATIVES

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<tr>
<td>B. Man must understand the inter-relationships between organisms and their environment.</td>
<td>1. Work a food web &quot;backwards&quot; from whatever the student ate at his last meal.</td>
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<td>OBJECTIVE:</td>
<td>2. Put a food web together based on what he knows about a specified geographical area.</td>
<td></td>
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<tr>
<td>1. Construct an example illustrating man's involvement in a bioiochemical cycle.</td>
<td>3. Compare &quot;food webs&quot; for different cultures with different eating patterns (eskimo - vs. hindus or other vegetarian groups).</td>
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<tr>
<td>2. Define an Eco System.</td>
<td>4. Verbally (or with film) trace CO$_2$ through the cycle including man's overload of CO$_2$ through combustion of fossil fuels.</td>
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<tr>
<td>3. Define ecology.</td>
<td>5. Trace a water drop from a snowflake in Minnesota to a mild solution of sulfuric acid in Philadelphia.</td>
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<tr>
<td>4. Describe 3 interrelationships that exist within any Eco System.</td>
<td>6. Identify the waste products from fossil fuels (combustion) and trace these by products.</td>
<td></td>
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<tr>
<td></td>
<td>7. Give a defined geographical area, let the student identify ecological relationships in that area (go into the back yard).</td>
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<tr>
<td>Concept B (continued)</td>
<td>8. Bring in a praying mantis to eat a grasshopper.</td>
<td></td>
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<tr>
<td>Objective 1-4 (continued)</td>
<td>9. Examine parts of an eco system (consumers, producers, competition) -- manipulate &amp; order the components to construct a model.</td>
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<tr>
<td></td>
<td>11. Cut up paragraphs from essay -- give to students - let them reassemble in some order.</td>
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</table>
C. In order to survive man must conserve resources because many of them are finite and/or non-renewable.

**OBJECTIVES:**

1. Differentiate between renewable and non-renewable resource.
2. List 3 renewable and 3 non-renewable resources.
3. List 4 resources which may not be available 50 years from now.
4. Identify 4 ways in which resources used today might be better used tomorrow.

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<tr>
<td>C. In order to survive man must conserve resources because many of them are finite and/or non-renewable.</td>
<td>2. Using current present rate utilization and estimated reserve, estimate date when resource will be expended.</td>
<td>5. Develop the Space Ship Earth concept - compare to long range space travel - recycling, waste disposal, etc.</td>
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<tr>
<td></td>
<td>3. Create a situational play for what life will be like when we run out of fossil fuels -- what are the long term of consequences of the loss -- what effect on establishing priorities in usages, etc. - from the perspective in hindsight.</td>
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<tr>
<td></td>
<td>4. Role play conflicting interests in setting priorities for use of fossil fuels (industry, consumer, power companies, drug manufacturers, etc.)</td>
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**ECOLOGICAL IMPERATIVES**

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<tr>
<td>D. Man must learn to revise his short term value system to accommodate his long term needs.</td>
<td>1. Show slides of Mediterranean basin &amp; Northern African areas that are now &quot;semi-sterile&quot; that were once biologically productive (forest or grasslands to desert -- discuss the role of man).</td>
<td></td>
</tr>
</tbody>
</table>

**OBJECTIVES:**

1. Describe an example of a civilization in which its means of success through environmental degradation brought its downfall. (Ankor Wat)

2. Describe an example of how a country using resource management re-establish an ecological balance. (Forest management in Japan) (Israel) (Holland)

3. Describe a local example of how mismanagement of one resource has created an ecological crisis affecting future generations.
ECOLOGICAL IMPERATIVES
Alternative #2

I. OVERVIEW

This module would attempt to convey (1) a clear understanding that man is an inseparable part of a system composed of men, culture and the natural environment, and that man's technology alters the interrelationships of this system; (2) an appreciation of the environment, both natural and manmade; (3) a fundamental knowledge of the problems confronting man, ways to solve these problems, and the need for citizen and governmental partnership in working out solutions, and (4) attitudes, ethical standards, and behavioral patterns which will foster citizen commitment and action to overcome the environmental crisis and to improve the quality of life in the 70's and 80's.

II. CONCEPTS

A. There is an interrelationship among men, culture and the natural environment.
B. Technology can alter the interrelationship among man, culture and the natural environment.
C. Man must develop an appreciation of the environment both natural and manmade.
D. Individuals and governmental agencies must work together to recognize and solve environmental problems.
E. Changing attitudes, ethical standards and behavioral patterns will help to prevent future environmental crises.

III. STUDENT OBJECTIVES

A. The student will:
   1. Define "culture,"
   2. Debate the merits of a farming culture similar to that in the U. S. in the early 1900's as this relates to the natural environment.
   3. Debate the merits of an industrial culture as exemplified in the U. S. since World War II as this relates to the natural environment.
   4. Discuss the effects of imposing a particular alien culture on a natural environment.
   5. Describe two coastal changes which have resulted from inland development.
   6. Examine the effects of an up-river industrial community on a down-river natural environment.
B. The student will:
1. Describe what the pollution problem would be like if it weren't for automobiles.
2. Describe how the automobile is polluting our air, giving one technological solution to the problem.
3. Describe the number and types of non-returnable containers, after observation on a local street.
4. Describe two ways in which our demand for electrical power has changed man's culture and the natural environment.
5. Explain how large-scale scientific farming has enabled our country to grow more food than it needs but how monobiotic farming can bring disaster.
6. Explain how sewage treatment systems have enabled man to recycle water and have helped to keep the environment cleaner.

C. The student will:
1. Define a natural environment.
2. Give examples of four man-made environments.
3. Outline the major components of a natural environment.
4. Discuss a coastal salt marsh as a natural environment vital to man.
5. Examine and give a written report on a local natural environment.
6. Select and visit an example of a virgin natural environment.

D. The student will:
1. Define the functions of a political system insofar as these pertain to man and the environment.
2. Describe the types of environmental problems dealt with by governmental agencies.
3. Compare specific responses of the political systems of the U.S. and the Soviet Union to three environmental problems.
4. Propose three alternative positive responses that could be effective in solving environmental problems in the U.S.
5. Discuss the individual actions that could be effective in influencing governmental response to environmental problems.
6. Propose three ways that community colleges can be a catalyst for solving community environmental problems.

E. The student will:
1. Describe man's historical rationale concerning unrestricted utilization of his environment.
2. Discuss the attitudes of two societies exhibiting a compatibility with the environment.
3. Discuss three alternatives to those beliefs which are presently incompatible with a harmonious eco-system.
4. Discuss in a small group, ethical standards which will help to improve the environment.
5. Discuss, in a small group behavioral patterns which will help to improve the environment.
6. Discuss in a small group, attitudes most likely to assist in improvement of the environment.

IV. RESOURCE MATERIALS

Films 1. "What Are We Doing To Our World"
   2. "The End of One"
VALUE SYSTEMS - ECOLOGICAL PRIORITIES

Alternative #1

I. OVERVIEW

This module is designed to show that at the base of our present chaotic world situation there lies a deeper crisis - a value crisis. In order to describe and make this relevant to the present generation of students, it is necessary to begin where they and we are (in the chaotic present). We must illuminate or highlight pertinent examples of this chaos searching for historical antecedents, relating these to the present and suggesting alternative paths toward an ecologically sound future.

II. CONCEPTS

A. Historically, man has valued expediency in attaining his goals without regard to his environment.
B. Historically, man has valued the profit motive and the acquisition of material wealth more than his environment.
C. Historically, man has valued pleasure regardless of its effects on the environment.
D. In that man has a profound effect on his environment, man to some degree can control his destiny.

III. STUDENT OBJECTIVES

A. The student will:
   1. List five examples of economic expediency, with each example illustrating the detrimental effects on the environment.
   2. List five examples of political expediency, with each example illustrating the detrimental effects on the environment.
   3. Record his activities for a week, taking note of these activities which were both expedient and detrimental to his environment.
   4. Analyze at least one example of political, economic, or personal expedient practices which have had detrimental effects on the environment. The analysis will include:
      a. a complete description.
      b. the short range effects on the environment.
      c. the long range effects on the environment.
   5. Propose alternatives for at least three examples of expedient behaviors on practices. These alternatives must take into account:
      a. feasibility
      b. practicality
      c. effect on the environment.
B. The student will:
1. Give at least three definitions of the profit motive as described by three different authors in Western society.
2. Cite examples of man's attempts to give theological bases for the profit motive.
3. Conduct an open-ended interview with specific reference toward the profit motive with three religious leaders (Jewish, Protestant, and Catholic).
4. Determine to what extent the profit motive operates in his life, citing specific examples of acquisitions or actions which are detrimental to the environment and which do or do not contribute to the profit motive.
5. List five personal possessions that either directly or indirectly contribute to the deterioration of the environment.

C. The student will:
1. Write a brief essay (one typewritten page) to explain how the shorter work week and longer work week have contributed to:
   a. decreasing environmental quality
   b. increasing environmental quality
2. Evaluate the relative values of the shorter and longer work week reporting orally to his instructor in a personal conference.
3. Discuss in a ten minute oral presentation to the class the history of property rights and land use practices relative to the development of recreational sites. He will consider:
   a. marshlands
   b. offshore islands
   c. seashore

D. The student will:
1. List three scientific discoveries in the twentieth century which have had far-reaching positive effects on the quality of life on this planet. List five negative effects for each of the three which were also the result of the same discoveries. Example: nuclear fission.
2. Build a scale model of the ten block area of your neighborhood changing ten characteristics in the model which, in your opinion, prove to be improvements in the quality of that environment.
3. List five ways in which man has affected his environment to such a degree that his unborn children will have to pay for their ancestors' actions.
4. Extrapolate, from legislative action approved in the last twenty years, four specific actions that prove man is capable of controlling the environment to some degree.
VALUE SYSTEMS - ECOLOGICAL PRIORITIES
Alternative #2

I. OVERVIEW

This module is designed to show that at the base of our present chaotic world situation there lies a deeper crisis - a value crisis. In order to describe and make this relevant to the present generation of students, it is necessary to begin where they and we are; To illuminate or highlight pertinent examples of this conflict and then to search for historical antecedents relating these to the present and suggesting alternative paths toward an ecologically sound future. Additionally, this module should provide opportunities for the student to identify and clarify his current values.

II. CONCEPTS

A. A multiplicity of conflicting value systems exists within varying cultures throughout the world.
B. Our environmental actions (individual and societal) are the result of the values (value systems) we and our society accept.
C. Many values we hold are the result of institutional influences: historical, environmental, religious, political and other societal factors.
D. Some currently accepted values are in conflict with responsible environmental action.
E. The environmental crisis obliges man to re-examine his values and adapt them to solving the problems of man's survival.

III. STUDENT OBJECTIVES

A. The student will:
   1. Identify differences that exist between conflicting value systems of the Peruvian and the American as they pertain to agricultural procedures.
      a. sketch a diagram of agricultural garden plots in each system.
      b. describe agricultural practices in each.
      c. cite advantages of each.
   2. Identify one economic, one political, one sociological, one spiritual value personally believed relating to personal interaction with the environment.
   3. Describe two value systems in the U.S. which are in conflict with the maintenance of a viable environment.
   4. Order the environmental values personally held and in the rank which are personally important.
   5. Identify the difference between Chinese and American value systems with regard to environmental attitudes.
B. The student will:
1. List five actions taken this morning that impinge upon the environment (such as a coffee break) and defend each action in terms of our values.
2. Describe five TV commercials which attempt to create conflicting values detrimental to the environment.

C. The student will:
1. Describe three (historical) (environmental) (religious) (political) values which demonstrate man's continuing exploitive view of his interaction with environment.
2. Compare a political system which is predicated upon exploitive use of the environment with one which makes wise use of the environment.
3. Contrast the values held by the Catholic Church towards birth control with those held by the zero population group.

D. The student will:
1. Describe how "keeping up with the Jones" can destroy all hope for a balance with nature.
2. Describe three business practices in vogue in American society which are in direct conflict with environmental concerns.

E. The student will:
1. Write an essay to compare the impact of value systems which characterize the people of two selected works, (e.g. Orwell's 1984, Skinner's Walden II, Beyond Freedom and Dignity, Vonnegut's Player Piano, Reich's Greening of America, and Toffler's Future Shock.)
2. Outline four precepts or practices (one each of spiritual, economic, social and political) which could be applied in personal life to increase chances of survival.
3. You have been appointed the Director of the Environmental Protection Administration by President Nixon. You have been asked to issue a statement to the Congress concerning five values which we must have in order to enable man to conquer environmental problems and to insure man's survival. Please draw up such a statement.

IV. RESOURCE MATERIAL

Films: 1. The Ark, 16mm - 20min. color
2. Values & Goals: A Way to Go, 16mm - 20 min. color
3. Tragedy of the B.S.C.S., 16mm - 30 min. color
4. The Time of Man, 16mm - 60 min. color

Books: 1984 by George Orwell
Books (continued):  
  *The Population Bomb*, Paul Ehrlich  
  *Player Piano*, Vonnegut  
  *Walden II*, Skinner  
  *Beyond Freedom & Dignity*, Skinner  
  *Future Shock*, Toffler  
  *The Hidden Dimension*, Edward  

Games:  
  *The Pollution Game*  
  *Extinction*
VALUE SYSTEMS - ECOLOGICAL PRIORITIES
Alternative #3

I. OVERVIEW

For the most part, the history of the twentieth century indicates that technologically advanced societies have regarded a steadily improving standard of living for the masses (based upon economic growth and industrial development) as their main collective value. Ecological considerations have had a low priority among societal values. Consequently, the quality of man's environment has degenerated because societies have failed to reckon with the long range consequences imposed by their hierarchy of values.

II. CONCEPTS

A. Interrelationships between value systems and ecological decisions should be a basis for setting priority.
B. There is a hierarchy of values that affects environmental decisions.
C. New values must be compatible with a single enclosed eco-system.
D. Alternative decisions should be based upon a careful analysis of economical, aesthetic, social and environmental costs and benefits.

III. STUDENT OBJECTIVES

A. The student will:
   1. Survey persons in his neighborhood for evidence of changes in attitudes toward ecological problems in the community.
   2. List five values reflective of his community and indicate the impact of each upon the environment.
   3. Evaluate the rationale for and the environmental impact of a major community project, noting the value judgements made.

B. The student will:
   1. Establish a hierarchy of values that might have led to a specific local environmental decision.
   2. Rank six political decisions that affected the environment, using his own hierarchy of environmental values.
   3. Evaluate the values that were used in the design of a specific and completed renewal program.
   4. Rank a list of projects having environmental impact, and from evidence in his community, point out where his priorities differ from those of the community.
C. The student will:
1. Analyze an international document concerning ecology for evidence of a unit of values.
2. Develop a statement of the potential environmental impact of international action.
3. List one change in environmental values that has taken place on Earth during the preceding decade.

D. The student will:
1. Analyze economic, aesthetic, societal and environmental costs and benefits of environmental actions at local, state, regional, national and international level.
2. Identify the way man's role has slipped from dominion to stewardship.
3. List five examples of progress not accomplished at the expense of the environment and specifically impinging on natural resources.
4. Cite two instances in the local community of evidence indicating that drastic modifications must be made in current analysis of the societal and environmental costs and benefits.
5. Give an example of a manmade substance that has had a global impact on the environment.
6. Give an example of an action by man that has had a global impact on the environment.
7. Critique an article in a periodical concerning a worldwide "eco-issue."
I. OVERVIEW

Man has traditionally viewed himself as master of the environment. Religious tradition and governmental institutions have been based on this view of man as the dominant force in the eco-system.

We will demonstrate in this module that man is capable of managing his environment by developing an informational base and by making appropriate environmental management decisions.

II. CONCEPTS

A. Western tradition equates progress with growth.
B. Man has traditionally felt that nature is his adversary
C. Accumulation of economic resources has traditionally been a primary goal of man.
D. Aesthetic values have always existed in our society.
E. The clash of economic benefit to aesthetic values is a key to understanding our ecological crisis.
F. Man is part of man's environment. Man not only alters nature but also the other men he finds in the environment.
G. Man adapts his environment to himself instead of himself to environment.

III. STUDENT OBJECTIVES

A. The student will:
   1. Evaluate historical growth patterns within his environment as these relate to:
      a. population growth trends
      b. housing development
      c. industrial growth
      d. institutional growth
   2. Correlate world population growth patterns with economic and technical progress.
   3. Differentiate between concepts of growth held by Western and Eastern culture.

B. The student will:
   1. Develop understanding of man's minute role as a biological entity in the primitive natural environment and the consequent "paranoid" feelings.
   2. Abstract statements taken from the suggested Bibliography as examples of the adversity between man and his environment. Arguments in opposition to the above point of view will be made by the student.
C. The student will develop an understanding of man's traditional "greed".

D. The student will tour the community and list both "beautiful" and "ugly" buildings (public).

E. The student will develop a folder of news items clipped from newspapers of previous week to exemplify the "clash".

F. The student will describe the effects (on the environment) of new buildings presently under construction in the community.
BELIEF SYSTEMS
Alternative #2

I. OVERVIEW

The rationale for the role of man and his relation to the environment has its ultimate basis in a system of beliefs. Belief systems vary from culture to culture.

II. CONCEPTS

A. Some belief systems view man as an ecological dominant.
B. Other belief systems view man as part of a larger whole - interacting with but not dominant over.
C. There is a relationship between belief systems and the institutions of society.
D. Belief systems need to be evaluated, interpreted and adopted to allow man to live in harmony with the environment.

III. STUDENT OBJECTIVES

A. The student will:
   1. Cite after a lecture, three examples of anthropocentric societies and discuss in a short paragraph ways in which the environment is affected.
   2. Discuss the ecological consequences of the Judeo-Christian belief system.
   3. Discuss the emergence of the materialistic ethic in:
      a. the United States
      b. other nations

B. The student will list three examples of non-anthropocentric belief systems and describe during a class discussion how man and the environment is viewed in each.

C. The student will:
   1. Understand the concept of an institution, through readings, discussions and lectures.
   2. List five major institutions and show how they relate to the belief system.
   3. Describe in a paragraph how these institutions influence the environment.
   4. Describe in a paragraph how the environment affects the institution.

D. The student will:
   1. Examine, using various resource materials, societies which have failed because their belief systems and institutions failed to cope with environmental realities.
2. Evaluate and discuss orally, using handouts and class notes, present life-styles and their effect on the environment.
3. Evaluate and discuss the ecological "soundness" of existing life styles in the light of experiences of past societies.
4. Propose in an essay a hypothetical belief system, which incorporates an environmentally literate life style.

IV. RESOURCE MATERIALS

1. Books
2. Films
3. Daily newspapers
4. Magazines
I. OVERVIEW

This module presents a definition, discussion, examination and analysis of the myths of technology. It attempts to develop a questioning analytical attitude toward statements which are indeed "myths".

Economic growth increases material wealth, but it has a growing number of unfortunate side effects - each individual tries to increase his own benefits within an increasingly crowded environment. Growth is as deeply entangled in our economic thinking as rain dancing is in other societies.

Too often technological progress has been equated with growth, change, exploration rather than a real improvement in the quality of life.

Technology has the wherewithal to reduce the degradation of the environment. The question is posed as to how industry can be made to do this with least disruption to mankind.

II. CONCEPTS

A. The future of man depends upon the public knowledge of the limitations and capabilities of technology.
B. Technological change has both beneficial and detrimental effects on the quality of life.
C. Man's survival is endangered by the misuse of technology.
D. The utilization of technology must be reviewed in terms of human value, social impact and the consequence.

III. STUDENT OBJECTIVES

A. The student will:
   1. Give an illustration (place, date, time, participants, issues, etc.) of a political entity in the local community accepting a destructive technological proposal because of lack of public organization, apathy or economic pressure.
   2. Give an illustration (place, time, date, participants, etc.) of a political entity in local community resulting in favor of a destructive technological proposal and disregarding sound ecological evidence and public outcry.
B. The student will:
1. Cite specific examples of a recent technological development potentially beneficial and detrimental to the quality of life.
2. Delimit the benefit to our society of strip-mining by technological means as opposed to the disadvantages. Include economic, ethical, industrial factors in response.

C. The student will:
1. Describe a hypothetical day in the life of a student his own age in the year 2000 assuming that man’s current reliance upon technology continues.
2. Describe possible biological adaption man would have to evolve in order to survive his environment if the present rate of pollution continues.

D. The student will:
1. Write a report on the need for water in local community for the next 25 years, taking into account population trends, aesthetics of recycling industrial consumption, personal needs and financial costs.
2. Outline personal sacrifice to be made in order to alleviate and maintain a positive environment.
3. Write a three page essay on the idea of humanizing technology as suggested by some contemporary writer (ex. Fromm’s Revolution of Hope).

IV. RESOURCE MATERIALS

1. Visitations to Industry
2. Education of Henry Adams
3. The Broken Image - Floyd Matson
4. One Dimensional Man - Herbert Marouse
5. Ordeal of Change - Eric Hoffer
6. Novels - Charles Dickens
7. The Act of Creation - Koestler
I. OVERVIEW

The following is a direct quote from: Resources and Man, Committee on Resources and Man, Natural Academy of Sciences, Natural Research Council, W.H. Freeman and Company, 1969, Page 157.

"Into and out of the earth's surface environment there occurs a continuous flux of energy, in consequence of which the material constituents of the earth's surface undergo continuous or intermittent circulation. By far the largest source of this energy flux is solar radiation, a small fraction of which is captured by the leaves of plants and stored as chemical energy. This chemically stored solar energy becomes the essential biological energy source for the entire animal kingdom. In particular, it supplies the energy required as food for the human population.

During geologic history, a minute fraction of the organic matter of former plants and animals became buried in sedimentary sands, muds, and limes, under conditions of incomplete oxidation. This has become the source of our present supply of fossil fuels - coal, petroleum and natural gas."

II. CONCEPTS

A. The sun is the earth's primary energy source.
B. Non-biological energy flows affect life on earth.
C. The energy flow through the eco-system is very important to life on earth.
D. There are alternative sources of energy that are potentially available to man.

III. STUDENT OBJECTIVES

A. The student will:
   1. Define energy
   2. Discuss the relationships of the earth to the sun, specifically the amount of energy received and distributed from the sun.
   3. List three forms of solar energy affecting the earth.
   4. Identify and explain at least one factor which affects the receipt of solar energy.
   5. Prepare a bar graph showing the different sources of energy affecting the earth and indicating their relative importance.
6. Explain the earth's ability to retain and radiate heat.
7. Construct a diagram showing the distribution of solar energy by the earth's system.

B. The student will:
1. Diagram the hydrologic cycle.
2. Explain the following terms: evaporation, condensation, transpiration and precipitation.
3. Define conduction, radiation, convection and advection.
4. Explain the effects of conduction, radiation, convection, and advection on the biosphere.
5. Discuss two factors that upset energy receipt and distribution.
6. Discuss in a small group how non-biological energy systems affect life in their community.

C. The student will:
1. Name and discuss briefly the physiological process by which solar energy enters the biosphere.
2. Construct a chart showing the energy flow through an aquatic and/or terrestrial ecosystem.
3. Discuss the value of decomposer organisms to the flow of energy in the biosphere.
4. Explain how O₂ demand by living organisms is related to the energy flow through them.
5. Write a two page paper outlining the formation, storage, and use or expenditure of a fossil fuel.
6. Estimate, given certain data about present population growth, usage and supply, the decade when one of the fossil fuels will be completely expended.

D. The student will:
1. List four alternative energy sources that are potentially available to man.
2. Describe the utilization of each source and explain the economic feasibility of each.
3. Explain the process in the formation of each of these sources.
4. Explain the pollution consequences of each of these sources.
5. Discuss the present reserves and future consumption of each of these sources.
6. Write a 1,000 word essay on the future problems of energy sources and possible solutions.
I. OVERVIEW

The earth is an open energy system and all processes of the earth require energy expenditure. This constant flux of energy in process is the "name of the game". The rules cannot be changed in any way to avoid the fact that man can only "lose" in his utilization of energy resources. Most energy available to man, including biological functioning, comes directly or indirectly from the sun. Man converts energy to suit his needs. In this process wise management is essential in order to "cut down his losses".

II. CONCEPTS

A. All processes of the earth require energy. Since energy is the "name of the game", man must realize that he can't win or draw but only lose in his utilizations of energy resources.
B. The earth is an open energy system.
C. Most energy available to man comes directly or indirectly from the sun, with man changing its form to suit his needs.
D. Biological systems are energy dependent.

III. STUDENT OBJECTIVES

A. The student will:
   1. Diagram the energy flow and the growth - decay cycle of an animal and plant. i.e. corn, wheat.
   2. Explain energy flow in the manufacture and use of a battery.
   3. Describe the food vs. body weight relationship to illustrate the "Law of Conservation of Energy".
   4. Explain why a room air conditioner does not extract as much heat from the room as it rejects to the outside air, and describe the implication of this on the environment.

B. The student will:
   1. Diagram to explain what is meant by earth as an open energy system.
   2. Explain some processes by which the earth maintains a narrow range of temperature equilibrium.

C. The student will:
   1. Describe the difference between direct solar and indirect solar energy.
2. Diagram and explain one type of energy conversion of nuclear to electrical energy.
3. List examples of how gravitational energy can be utilized by man.
4. Trace energy conversion from fossil fuel through food preparation.
5. List at least five different energy forms found within his home, giving the source of these.
6. Discuss unavoidable losses in the production of electric power.
7. Write "ten commandments" for intelligent energy use within his home.

D. The student will:
1. List the raw materials required for photosynthesis and describe the role of chlorophyll as a light trap.
2. Describe the concept that respiration is the reverse of photosynthesis, in an energy sense.
3. Contrast anaerobic and aerobic respiration in terms of energy transfer.
4. Defend or refute the statement that ATP is the universal energy currency for the cell.
5. Construct a food pyramid or a food chain to illustrate the bioenergetics of an eco-system.

IV. RESOURCE MATERIALS

**EARTH AS AN ENERGY SYSTEM**

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>STRATEGY</th>
<th>EVALUATION</th>
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<tbody>
<tr>
<td><strong>CONCEPT A</strong></td>
<td></td>
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<tr>
<td>All processes of the earth require energy and since energy is the name of the game, man must realize that he can't win or draw but only lose in his utilizations of energy resources.</td>
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<tr>
<td><strong>OBJECTIVES:</strong></td>
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<tr>
<td>1. The student will be able to show by diagram the energy flow in the growth-decay cycle of an animal or plant, i.e., corn wheat, rabbit.</td>
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<tr>
<td>2. The student will be able to discuss energy flow in the manufacture and use of a battery.</td>
<td>1. Research from prepared list.</td>
<td>1. Creative expressions</td>
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<td></td>
<td>2. A/V Presentation</td>
<td>2. Individual conferences</td>
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<td>3. Laboratory observation on food chains</td>
<td>3. Projects</td>
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<td>4. Diagram of energy flow in a food chain.</td>
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<td></td>
<td>1. Research from prepared list on chemistry and physics of battery.</td>
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<td>2. Demonstration of battery construction.</td>
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<td>3. A/V Presentation.</td>
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<td>4. Research paper.</td>
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</table>
CONCEPT A (continued)

**OBJECTIVES:**

3. The student will be able to use the food vs. body weight relationship to illustrate the "Law of Conservation of Energy."

4. The student will be able to explain why a room air conditioner does not extract as much heat from the room as it rejects to the outside air, and explain the effect on the environment.

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<tr>
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<tbody>
<tr>
<td>1. Personal data evaluation from food intake and body weight over 1 week to 1 month period.</td>
<td>1. Term Paper</td>
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<tr>
<td>2. Research on food vs. body weight relation.</td>
<td>2. Written Report</td>
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<td>3. A/V</td>
<td>3. Project</td>
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<td>4. Compare the amount of wheat required to produce 1 pound of body weight, taken directly or through beef.</td>
<td>4. Worksheets, Notebooks</td>
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<tr>
<td>1. Research on power consumption vs. cooling capacity of air conditioning units.</td>
<td>1. Term Paper</td>
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<td>2. Laboratory experiment with refrigeration system.</td>
<td>2. Oral or written report</td>
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<td>3. Diagram of energy balance for the system</td>
<td>3. Individual conference</td>
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<tr>
<td>CONCEPT B</td>
<td>The earth is an open energy system.</td>
<td>1. Student forum on the consequences of a &quot;closed&quot; energy system earth</td>
</tr>
<tr>
<td>OBJECTIVE:</td>
<td>1. The student will be able to illustrate by means of a diagram what is meant by an open energy system.</td>
<td>1. Term Paper</td>
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<td>2. Explain at least two processes by which the earth maintains a narrow range of temperature, equilibrium.</td>
<td>2. Drawing</td>
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<td>1. Research from prepared list</td>
<td>3. Project</td>
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<td></td>
<td>2. Laboratory demonstration of heat transfer processes</td>
<td>1. Oral or written report</td>
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<td>3. A/V Presentation</td>
<td>3. Drawing</td>
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<td>4. Project</td>
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<tr>
<td>CONCEPT C</td>
<td>Most energy available to man comes directly or indirectly from the sun and man changes its form to suit his needs.</td>
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<tr>
<td><strong>OBJECTIVES:</strong></td>
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<tr>
<td>1. The student will be able to distinguish between direct and indirect solar energy.</td>
<td>1. Research from prepared list or uses of direct and indirect solar energy.</td>
<td>1. Term paper</td>
</tr>
<tr>
<td>2. The student will be able to show the mass and energy balance for at least one type of conversion of nuclear to electrical energy.</td>
<td>2. Demonstration of utilization of both types of solar energy</td>
<td>2. Oral or written report</td>
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<td>3. Student forum</td>
<td>3. Homework</td>
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<td>4. Research paper</td>
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<tr>
<td></td>
<td>1. Research from prepared list</td>
<td>1. Drawings</td>
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<td>2. Student lecture with diagrams and flow chart or simple model</td>
<td>2. Homework</td>
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<td>3. Research paper</td>
<td>3. Term Paper</td>
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<td>4. Oral or written report</td>
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<tr>
<td>CONCEPT C (continued)</td>
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<tr>
<td><strong>OBJECTIVES:</strong></td>
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<tr>
<td>3. The student will be able to give examples of how gravitational energy can be utilized by man.</td>
<td>1. Research from prepared list</td>
<td>1. Project</td>
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<td>2. Construction of drawings or models, i.e., water wheels, hydroelectric plants</td>
<td>2. Creative expression</td>
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<td>3. Student measurements of tides</td>
<td>3. Individual conference</td>
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<tr>
<td>4. The student will be able to trace the conversion of energy from a fossil fuel to preparation of food.</td>
<td>1. Student presentation with flow charts</td>
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<td></td>
<td>2. Laboratory demonstration</td>
<td>2. Term Report</td>
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<td>3. Oral or written report</td>
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<tr>
<td>CONCEPT C (continued)</td>
<td>5. The student will be able to list at least five different energy forms within his home and where they come from.</td>
<td>1. Personal inspection with any required research.</td>
</tr>
<tr>
<td></td>
<td>6. The student will be able to discuss the unavoidable losses in the production and distribution of electric power.</td>
<td>2. Student forum for comparison between different homes</td>
</tr>
<tr>
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<td>7. The student will be able to write &quot;Ten Commandments&quot; for intelligent use of energy in his home.</td>
<td>3. Written analysis of the effect of removing any three energy sources for the student home.</td>
</tr>
<tr>
<td></td>
<td>1. Research from prepared list on power plant efficiency, turbine efficiency, transmission losses, etc.</td>
<td>1. Term paper</td>
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<td>2. Class discussion</td>
<td>2. Peer Evaluation</td>
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<td>3. Attitude survey</td>
<td>3. Creative Expression</td>
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<td>4. Trace changes in public &amp; personal attitudes toward the use of energy.</td>
<td>4. Oral or written report</td>
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<td>5. The student will decide, if his survival in a cold climate depended on a single candle, would he burn it or eat it. Why?</td>
<td>5. Homework</td>
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<tr>
<td><strong>CONCEPT D</strong>&lt;br&gt;Biological systems are energy dependent.</td>
<td>1. Laboratory experiment demonstrating photosynthesis.</td>
<td>1. Oral or written report&lt;br&gt;2. Creative expression&lt;br&gt;3. Peer evaluation&lt;br&gt;4. Project</td>
</tr>
<tr>
<td>3. Contrast aerobic and anaerobic respiration in terms of energy transfer.</td>
<td>1. Research&lt;br&gt;2. Forum discussion</td>
<td>1. Term paper&lt;br&gt;2. Oral or written report&lt;br&gt;3. Peer evaluation</td>
</tr>
<tr>
<td>4. Defend or refute the statement that ATP is the universal energy currency for a cell.</td>
<td>1. Research&lt;br&gt;2. Diagram&lt;br&gt;3. Flow chart</td>
<td>1. Creative expression&lt;br&gt;2. Term paper&lt;br&gt;3. Homework&lt;br&gt;4. Observation</td>
</tr>
<tr>
<td>5. Illustrate the bioenergetics of an eco-system by constructing a food pyramid or food chain</td>
<td>1. Research&lt;br&gt;2. Diagram&lt;br&gt;3. Flow chart&lt;br&gt;4. Demonstration</td>
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I. OVERVIEW

The earth is essentially a closed energy system which operates because of a constant energy input from the sun. Because of the inherent inefficiency of such transfer, thermal pollution becomes a problem.

II. CONCEPTS

A. Energy acquisition and utilization has traditionally determined the developmental course of civilization.
B. Energy from the sun is modified and transferred in the ecosystem.
C. As energy flows from one level to another a degradation occurs in a reduced amount of usable energy within a defined system. (second law of the thermodynamics)
D. Man's manipulation of energy operates within the constraints of the second law of Thermodynamics which results in excess heat released in the environment.
E. Man's consumption of energy resources is increasing at an exponential rate resulting in significant environmental thermal effects.

III. STUDENT OBJECTIVES

A. The student will:
   1. Describe the major cultural steps in the development of human society in terms of the dominant energy source(s) utilized in each of the following:
      a. Hunter - Gatherer
      b. Agrarian
      c. Industrial
      d. Post Industrial
   2. Describe at least five events that altered the development of man as a result of an increase in man's utilization of energy
   3. Construct a map of coal and water power resources, correlating the resources with industrial - social activity.
   4. Develop two theories regarding how energy changes influenced the start of the industrial revolution.
   5. Describe the historical interrelationships of human population growth pattern with man's technological ability to harness energy.
6. Compile a short list of "developed" nations and identify the energy sources providing the historic and current basis for development.

7. Parallel the development of energy sources with the growth of the U.S. as an industrial nation.

B. The student will:
1. Explain how the energy from the sun is released when coal is burned.
2. Diagram the cyclic activities which demonstrate the changing form of solar energy sources in plant-animal communities and human fuel consumption activities.
3. Diagram the major energy flows into, through, and out of the earth's biosphere and the overall eco-system.
4. Describe the steps used by the plant kingdom to transfer sun's energy to chemical energy.

C. The student will:
1. Project immediate action if his continued existence, at least momentarily in a cold climate, depended only on a candle, whether to eat it or burn it.
2. Research and estimate how much heat loss to a particular system is incurred when:
   a. Fossil fuel such as coal is burned to provide electrical energy.
   b. Nuclear fuel (uranium & platinum) are used to provide electrical energy.
   c. Waterpower
   d. Solar energy is converted to electricity.
3. Describe the second law of thermo-synthetics, stating the implications with respect to generation of heat.
4. Since only 1/10 of original energy sources is moved from one level of a food chain to another, calculate the amount of wheat necessary to produce 100 lbs. of human weight if the wheat is first consumed by beef cattle.

D. The student will:
1. List five ways the mechanics of an automobile energy system is wasted in the form of heat.
2. Compare the metabolic generation of heat in a biological system with that of a steam generation in a nuclear power plant.
3. List the many ways heat loss is dealt with in our industrial civilization (i.e. heat loss is dissipated from internal combustion engine by means of a liquid radiator or heat vanes or fire on the cylinder heads).
4. Identify five major processes whereby man has inadvertently generated thermal pollution.
E. The student will:
1. Develop an opinion as to whether or not the local community should propose a new shopping center.
2. Research government and scientific publications to determine the rate of increase in use of energy of the past, present and probability for the future to the year 2000 A.D.
3. Identify, using a local example of thermal pollution, the rationale for the establishment of the process initially, the real but unintentional detrimental effects. Offer possible solutions.
4. Construct a graph to correlate the direct effects of heat on an aquatic system by measuring the O₂ content of water at varying degrees of temperature in an artificial lab condition and in a thermally stratified lake environment.
CONSERVATION OF VITAL RESOURCES
Alternative #1

I. OVERVIEW

This module seeks to determine the place of renewable natural resources in man's environment and the importance of conservation of these resources. Renewable natural resources are interrelated and are an integral part of man's environment. His activities affect these resources either positively or negatively. Attempts will be made to point out some of man's past errors and some of the losses and disasters that have occurred as a result of ignorance, greed or thoughtlessness. The need for long range planning in this area will be stressed.

II. CONCEPTS

A. Man's renewable resources are air, forests, grasslands, soil, water and wildlife.

B. Conservation is the wise use of natural resources.

C. Renewable natural resources are interrelated and are an integral part of man's environment.

D. Man has made many errors in the past. Some of the losses and disasters that have occurred are a result of man's ignorance, greed and thoughtlessness.

E. Intelligent conservation planning requires consideration of various factors and their long-range implications.

III. STUDENT OBJECTIVES

A. The student will define the term renewable natural resources and list the renewable natural resources.

B. The student will:
   1. Compare the concept of preservation with conservation.
   2. List many examples of "wise use" for each of the renewable natural resources (soil, forests, wildlife, grasslands).

C. The student will:
   1. Describe interrelationships between the renewable natural resources.
   2. Cite an example of an aesthetic contribution of each renewable natural resource.
   3. Describe a contribution of renewable natural resources to his physical environment.
D. The student will:
1. List several organisms that are extinct, or nearly so, due to man.
2. List the reason or reasons why an organism may become extinct.
3. Cite an example in which the misuse of renewable natural resources has had calamitous effects.

E. The student will:
1. List the agencies which are involved in long-range planning for conservation of renewable natural resources.
2. Cite two examples in which agencies have cooperated in solving a common conservation problem.
3. Given a case study of a conservation measure, identify social, political, economic and health factors and their long-range implications.

IV. RESOURCE MATERIALS
1. Guest Speakers
2. Texts
3. Films
CONSERVATION OF VITAL RESOURCES
Alternative #2

I. OVERVIEW

Vital resources may be categorized as being either renewable or non-renewable. This represents a continuum rather than a dichotomy. If man is to survive as a species with a life style commensurate with today's standard of living, he must be aware of the resources essential to himself. These resources may be living or non-living; renewable or non-renewable; regenerative or reusable. When making an intelligent decision regarding the conservation of a vital resource, man must be able to recognize the interrelationships of the vital resources in the terms mentioned above. In addition, man must also be aware of the many social, political, economic, and healthful implications involved when he makes a decision of this kind.

II. CONCEPTS

A. All resources on this planet are finite. Conservation of these resources is vital. The resources must be preserved by recycling, reuse and intelligent utilization.

B. There is an interdependent relationship between living and non-living resources.

C. Energy is an open system; energy does not recycle. Therefore, life depends upon a constant input of energy through the photosynthetic process.

D. Political awareness of ecological contamination of vital resources is paramount if the life style is to be preserved or improved.

E. Danger signals (cues) relating to the jeopardy of vital resources must be made public.

F. Individual liberties may have to be restrained for the preservation of all life and mankind.

III. STUDENT OBJECTIVES

A. The student will:
   1. Identify in writing three renewable resources and three non-renewable resources.
   2. List those common materials which are recyclable.
B. The student will:
1. Write one example of a natural extinction of a species, and one extinction which is unexplained.
2. Sketch the water cycle, carbon cycle, oxygen cycle and nitrogen cycle.
3. Describe how fossil fuels were formed.
4. Write one example of a plant community and one example of an animal community which are ecologically and economically important to man.

C. The student will:
1. Trace the flow of energy through an eco-system.
2. Explain why producers are independent of consumers but the reverse is not true.
3. Examine how man's technology is dependent upon the non-renewable resources of stored energy in fossil fuels.

D. The student will:
1. Identify his congressional representatives and establish contact to inform him of at least three ecological violations in his local area.
2. Describe and discuss an economic restraint on appropriate political action.
3. Cite two instances in his local community where clear evidence indicates that drastic modifications of the current use of vital resources must be modified.

E. The student will:
1. Demonstrate understanding of the cues that vital resources are in jeopardy by listing four instances of depletion of resources in the state he is residing.
2. Demonstrate understanding of the cues that vital resources are in jeopardy by listing four instances of pollution of resources in the state he is residing.

F. The student will:
1. Demonstrate awareness of possible restraints on individual freedom by listing and describing in 25 words or less the three areas of restraint that he considers most appropriate to the conservation of vital resources in his own state.
2. Demonstrate an appreciation of the possible curtailment of individual liberty by participating in a panel discussion to describe and identify the need for legal enforcement of restraints designed to conserve vital resources.
IV. RESOURCE MATERIALS

1. Audio tape
2. Video tape
3. 2" quad, 1" hilical
4. Video cassettes
5. 16 mm Film clips
6. 16 mm Film strips
7. Models
8. Photographs
9. Special graphics
10. Charts
11. Drawings
12. Diagrams
13. Real people (expert testimony)
14. Slides (2x2)
15. Over-head projectors
16. Transparencies
17. Chromo key
18. Video electronic special effects
CONSERVATION OF VITAL RESOURCES
Alternative #3

I. OVERVIEW

It is essential that man understand and act upon his knowledge of the interdependence necessary for survival of earth resource system. It is important that man understand that the earth is a closed natural system in regard to matter. Categories such as renewable or non-renewable; living or non-living; regenerative or reusable; cyclic or non-cyclic facilitate identification and understanding of the world's vital resources. An intelligent understanding of man's role in this interdependent system (such as effects of control) is essential for effective management of resources. It is vital to understand the problems encountered economically, politically and sociologically in planning solutions for effective management.

II. CONCEPTS

A. Vital resources can be classified as long term, short term, cyclic and non-cyclic, biotic and abiotic categories.

B. The earth is a closed system. It is a single isolated material system in space in which matter is conserved and energy can be added only from outside the system.

C. The earth's resources systems are interdependent.

D. Man intentionally or unintentionally effects the earth's resource systems and must therefore intelligently plan world resources management.

III. STUDENT OBJECTIVES

A. The student will:
1. Define what constitutes a vital resource.
2. Defend or refute the view that all the resources are vital resources.
3. Explain the difference between long term cyclic, short term cyclic and reusable resources.
4. Classify, using a prepared list, world resources as:
   a. long term
   b. short term
   c. cyclic
   d. non-cyclic
   e. biotic
   f. abiotic
I. OVERVIEW

This module deals with water; its supply and utilization. It will be stressed that students develop an understanding of the water cycle and the uses and abuses of water as it affects his own life.

II. CONCEPTS

A. Water is the basis for support of all life.

B. Water is widely but unevenly distributed over the face of the earth. Its availability in useful quantity and quality is a major concern for humanity.

C. Water is a renewable natural resource because it passes through a cycle - the hydrologic cycle.

D. Man's utilization of water has affected the quantity and quality of water resources.

III. STUDENT OBJECTIVES

A. The student will:
   1. Recognize water as an essential component in all levels of biological activity - from the cell to the eco-system, by:
      a. citing the role of water in photosynthesis and respiration
      b. presenting examples of the internal and external water related phenomena.
   2. Demonstrate that water is a vehicle for movement of vital materials necessary to life by citing examples at both the micro and macro levels of biological activity.
   3. Illustrate by example that water also serves:
      a. cultural needs
      b. economic needs
      c. technological needs
   4. Recognize the distinct association of water resources and the evolutionary processes responsible for life on earth by giving five examples of water related adaptations in plant life or animal life.
   5. Demonstrate the unique physical properties of water.
B. The student will:
1. Identify eight major, distinct uses of water by man.
2. Describe water qualities satisfactory for each major use specified in (1) above.
3. Approximate the quantity of water consumed in the following activities:
   a. personal consumption
   b. food production
   c. industrial use
4. Describe two specific practices for reducing water consumption in each of the activities in (3) above.
5. Write procedures for reprocessing water to suitable quality for each use in (1) above.
6. Distinguish saline and potable waters by:
   a. making a map of marine waters and saline lakes of the world.
   b. making a map of principle rivers and fresh water lakes.
7. Construct a map of rain fall (precipitation) of the world and show shore areas that receive less than ten inches per year.

C. The student will:
1. Identify the three states of matter in relation to water.
2. State the relative percentage of the world's water supply in each of the three states in (1) above.
3. Explain the effect of the tilt of the earth's axis on the polar ice caps.
4. Explain the geographic relation of the heat budget with relation to evaporation and rainfall and the climatological consequences of this.
5. State the sources of rivers, streams underground water aquifers and the water table.
6. Explain the effect of evaporation on cloud formation.
7. Describe the role of some air pollutants as cloud condensation nuclei.
8. Identify the major steps of the hydrologic cycle, most particularly those processes in which organic and inorganic materials are removed.
9. Construct a diagram detailing the principle processes and their locations in the hydrologic cycle.

D. The student will:
1. Locate, physically or geographically local sources of water for human use.
2. Identify local utilization of water and what happens to this water after its primary utilization.
3. Defend the rights of all forms of life to useable water supplies, i.e. the maintenance of any existing ecological niche.

4. Participate in personal or civic activities to halt further deterioration of our aquatic eco-system and to seek political avenues forward the improvement of these aquatic systems.

5. Debate the question of whether all water should be as "clean" as water for human uses.

IV. RESOURCE MATERIALS

1. Maps (wall, transparencies, student handouts) of area, state (water shed and reservoir) and regional
2. Films ("Who Killed Lake Erie - CBS)
3. Film strips ("Clear Water")
4. People (Colleges, state and local organizations and industry)
WATER - SUPPLY, DEMAND AND POLLUTION

Alternative #2

I. OVERVIEW

This module deals with water - supply, demand, and pollution. It is designed to develop awareness of the factors causing the problem; methods of defining the problem; the scope of the problem; and the means of alleviating the problem.

II. CONCEPTS

A. Water is a basic resource necessary to sustain life.

B. The natural water supply is limited by factors beyond the control of man.

C. Demand for usable water is increasing due to population and technology.

D. Amount of usable water is decreasing due to pollution.

E. Man must manage his water resources to assure appropriate quality and quantity.

III. STUDENT OBJECTIVES

A. The student will:
   1. Discuss the role of water in the life cycle of organisms ranging from microscopic to human.
   2. Write a paragraph identifying ways in which the development of civilization has depended on the distribution of water.
   3. Explain how water supply relates to food production during a class discussion period.

B. The student will:
   1. Sketch and discuss in a short paragraph the hydrological cycle.
   2. Identify world systems of water movement by tracing their flow movements on a map.
   3. Analyze per capita water needs and relate them to population trends during a class discussion.
   4. Project water needs in the future for local and worldwide use by writing a few paragraphs.
D. The student will list five natural ways in which various segments of society pollute water.
1. Industry
2. Agriculture
3. Municipal
4. Individual

E. The student will:
1. Determine the quantity and quality of water needed in various human pursuits, through a group discussion.
   a. industrial
   b. personal use
   c. recreational use
   d. agricultural
2. Discuss current water conservation.
3. Identify from a list the major factors which shape water policy. (sociological, economic, political)

IV. RESOURCE MATERIALS

1. Use of multi-media
2. Outside speakers
3. Video tape recordings
WATER - SUPPLY, DEMAND AND POLLUTION

Alternative #3

I. OVERVIEW

This module is designed to show that although there appears to be an unlimited supply of water, there is a small amount available for man's direct consumption. There are various sources of water which are being abused and depleted by man at a rapidly increasing rate. Man's survival is dependent upon solving the water problem.

II. CONCEPTS

A. There is virtually an unlimited supply of water although only a very small percentage is available for man's consumption.

B. There are various sources of water for man's consumption.

C. The demand for water is increasing at a very rapid rate.

D. Man's use and abuse of water affects the supply.

III. STUDENT OBJECTIVES

A. The student will:
   1. Identify, from a list of water sources, what percentage of the world's total water supply in each of the following categories;
      a. world's ocean
      b. sub-surface water on continents
      c. surface water on continents
   2. Estimate the percentage of the world's supply of water circulated annually within the hydrologic cycle.
   3. Describe why only a small portion of continental water is available for man's use.
   4. Compare the amount of groundwater in your community with amount of runoff in streams which are available for use.
   5. Describe how the lowering of water tables affects the availability of water from streams.
   6. Explain why the main water problems in most areas is one of maintaining good water quality.
B. The student will:
1. Give three natural sources of water for man's consumption.
2. Define permeable, porous, and aquifer.
3. Explain how water gets into the ground, how it is stored, and ways man can obtain it for usage.
4. List and explain two sources of water other than natural.
5. Diagram the water passage from the atmosphere to a water glass at home.

C. The student will:
1. List three uses of water (other than domestic).
2. Compare daily domestic use of water to industrial use in the U.S.
3. Discuss, in small groups, the Los Angeles Basin, as a classic example of an area with an unbalanced water demand and water supply.
4. Give three reasons for shortages of usable water.
5. Project, from a list of reliable sources, the decade in which local demand will exceed supply.
6. Compare the average daily water supply and consumption of the U.S. with that of the Soviet Union.

D. The student will:
1. Discuss at least one way to prepare water for reuse by man.
2. List two ways in which man's use of water results in its pollution.
3. Give two examples of specific bodies of water that have been seriously polluted and give two examples of those that have been cleaned up.
4. Give one way in which groundwater becomes polluted and how that problem might be solved.
5. Trace the passage of water from his home until it becomes part of the natural supply.
6. Discuss, in a small group, water problems in his community and how they might be solved.

IV. RESOURCE MATERIAL
Films: 1. "Groundwater the Head and Reservoir"
2. "Man's Problem"
I. OVERVIEW

Because water is an absolute necessity man must recognize that water exists on earth in a fixed amount but only a small fraction is fresh water which at the present time man is able to make available for his own use.

With the increase in standard of living, the per capita demand for water is increasing more rapidly than the increase of population. Man will imperil the quality of life in the future unless he overcomes his capacity to foul and mismanage his limited water supply available to him.

II. CONCEPTS

A. Water is an absolute necessity.

B. Water exists on earth in a fixed amount, but only a small fraction is fresh water available to man.

C. The per capita demand for water is increasing more rapidly than population growth.

D. Man has the capacity to foul and mismanage the limited water supply available to him.

III. STUDENT OBJECTIVES

A. The student will:
   1. List five physical properties of water which demonstrate the uniqueness of its behavior as a material.
   2. Describe the three possible reactions of organisms to water shortage.
   3. List at least five industrial processes which require the most water on a national or local level.
   4. Compare the climate of England with the climate of maritime Canada at the same latitude and explain the variations.
   5. Hypothesize climatic consequences of no large bodies of water on earth.
   6. Give a specific example of how drainage of wetlands has had undesirable ecological consequences.
B. The student will:
1. Sketch the way the hydraulic cycle operates.
2. Construct a pictorial graph illustrating the following amounts in percentages:
   a. salt water
   b. fresh water (surface and underground)
   c. ice
   d. water vapor
3. List three novel ways of increasing the amount of fresh water available to man.
4. Illustrate in an example how a fixed amount of available water affects social values in terms of distribution.

C. The student will:
1. List the major steps in pre- and post-treatment of potable water.
2. List demands made on the water supply in his home today which were not demands twenty-five years ago.
3. List available devices which would increase water demand in his home.
4. Choose a local industry and identify all its water uses in its product production (omit drinking water for employees).
5. Assuming a closed water supply for the production process, outline the steps industry must undertake to make their water reusable.

D. The student will:
1. Delineate the uses that could be categorized as misuse of his daily water supply.
2. Identify two or three industrial uses of water in the local community and determine how it has affected the water supply.
3. Identify the recreational uses of water in local community and specify the effects on various groups.
4. Given a simulated or actual situation of supply and demand in a community (family, town, city, state, etc.) stipulate how the water supply can be managed for optimal use.
5. List at least four ecological disadvantages of constructing dams across moving bodies of water and explain each.
6. List two arguments in favor of constructing dams as applies to conservation.
7. Describe the factors which led to the current status of Lake Erie. What existing parallels do you see in a body of water near your own locality. State some action plans for intervention needed, if any.
8. Explain in detail the effect that sewage disposal has on water supply quality and describe the various sewerage treatment levees.
9. Account for U.S. agricultural land in terms of how much is dry farm irrigated but could be put in production.
10. Give three long range effects of irrigation of lands.
I. OVERVIEW

This module deals with water-supply, demand and pollution. It is designed to bring into awareness the factors causing the problem; methods of defining the problem; the scope of the problem; and the means of alleviating the problem.

II. CONCEPTS

A. There is a biological as well as technological need for water.

B. All the water available to plants and animals is provided through the hydrologic cycle.

C. The chemical and physical properties of water determine its function in nature and affects its supply and demand.

D. Man's indiscriminate use of his water supply has resulted in its pollution.

E. Water shortages arise most commonly because many uses of water render it unfit for subsequent use. This is often compounded by the growth of populations in areas which are by nature limited in the availability of water.

F. Water availability can be increased by elimination of organic and industrial pollutants through proper treatment, recycling and judicious use.

III. STUDENT OBJECTIVES

A. The student will:
   1. Outline the biological uses of water.
   2. Describe three industrial uses of water.

B. The student will:
   1. Trace a drop of water through the hydrologic cycle.
   2. Describe the effects of plants on the hydrologic cycle.
   3. Explain why the amount of water available for use by man is necessarily limited by the hydrologic cycle.
C. The student will:
1. Explain why the chemical properties of water make it a universal solvent.
2. Relate why the chemical and physical properties of water make it useful in industry.

D. The student will:
1. List ways in which he can personally help improve the quality of water.
2. List some of the unnatural components of water which might make it difficult to purify.
3. List three local industries that use large volumes of water in their industrial processes.

E. The student will:
1. List two areas in the U.S. where water shortages are most acute and the reasons for it.
2. Explain why the following areas are short of water:
   a. Miami
   b. Los Angeles
   c. New York City

F. The student will:
1. Visit and evaluate the local sewage disposal plant.
2. Explain why man must adjust his living pattern and life style to the available water supply.

IV. RESOURCE MATERIAL

1. Audio tape
2. Video tape
3. Video cassettes
4. 16 mm film clips
5. 16 mm film strips
6. Models
7. Photographs
8. Special graphics
9. Charts
10. Drawings
11. Real people (expert testimony)
12. Slides (2x2)
13. Overhead projectors
14. Transparencies
15. Chromo key
16. Video electronic effects
AIR POLLUTION
Alternative #1

I. OVERVIEW

In search of improved life styles and more acceptable human environments, man has inadvertently or without sufficient concern expelled numerous pollutants into the air. This air pollution has now raised grave concern in the areas of (1) physical health (2) mental health (3) aesthetics (4) economic values and (5) other natural life. Because of the natural movement and extent of air movement and extent of air masses and the tremendous increase in the production of air pollutants, the problem is no longer a parochial concern.

The air pollution problem is planetary in scope and consequently a knowledge of air pollution causes is important in the education of every individual. We must understand the reciprocal nature of man's activity and social values which motivate his activities. The student should be aware of his personal responsibility specifically for air pollution control and generally for all pollution controls.

II. CONCEPTS

A. A knowledge of the nature of the atmosphere is fundamental to understanding the problem of air pollution.

B. A knowledge of the natures and sources of air pollutants is necessary for making decisions about pollution control.

C. Air pollution can have harmful effects on man's health.

D. Air pollution can have strong effects on the operation of social economic and political institutions.

E. A basic knowledge of air pollution control technology is needed in order to make sound decisions for solving air pollution problems.

III. STUDENT OBJECTIVES

A. The student will:
   1. Predict the path of pollutants, given a weather map indicating origins of air pollutants and atmospheric conditions.
   2. Given a pollution phenomenon, identify contributing atmospheric conditions.
   3. Given illustrations of atmospheric phenomena, identify them by name.
4. Describe two influences of the sun, land formation, and water on movement of air masses.

5. Designate the percentage of gases normally found in the atmosphere, given a list of gases and a list of proper percentages.

B. The student will:
1. Identify five air pollutants, specifying their common name, chemical name, source, and effects on man and his environment.
2. Given major sources of air pollution (transportation, industry, power plants, space heating, and refuse disposal) compare the amounts of different pollutants produced by each major source.
3. Identify five local sources of air pollution and describe each in terms of the pollutants' characteristics and potential hazards.

C. The student will:
1. Describe two historical examples of serious physical harm to members of an entire community from air pollution.
2. Describe how four physical health conditions can be aggravated by severe air pollution.
3. List at least three effects of air pollution on man's respiratory system.
4. Rank a list of air pollutants in order of potential danger to good health.

D. The student will:
1. Given a possible air pollution crisis, propose three political or legal steps to deal with the crisis.
2. List three ways pollution control laws will increase costs to:
   a. the individual
   b. government
   c. industry
3. Devise a plan for communicating the actual and potential dangers of air pollution to his community.
4. In a simulated air pollution hearing, act out assigned roles representing civic, government, and business representatives.
E. The student will:
1. Survey the literature and describe briefly five mechanisms used for air pollution control.
2. Given a list of air pollutants, identify which technological controls would be effective for each.

IV. RESOURCE MATERIALS
## AIR POLLUTION

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>STRATEGY</th>
<th>EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. A knowledge of the nature of the atmosphere is fundamental to understanding the problem of air pollution.</td>
<td>1. Pre-test for basic knowledge.</td>
<td>1. Objective Quiz</td>
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<tr>
<td></td>
<td>2. Introductory lecture.</td>
<td>2. Student self-evaluation with instructor guidance.</td>
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<tr>
<td></td>
<td>a. Resource person (Air Pollution Control expert or local weather man)</td>
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<td>b. Film</td>
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<td>3. Student watch weather program on T.V.</td>
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<td></td>
<td>4. Class exercise using a weather map (with overlays) to trace the path of pollutants.</td>
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<td>5. Teacher handout.</td>
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<tr>
<td>B. Given a pollution phenomenon, the student will identify contributing atmospheric conditions.</td>
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<tr>
<td>C. Given illustrations of atmospheric phenomena, the student will identify them by name.</td>
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<tr>
<td>D. The student will describe two influences of the sun, land formation, and water.</td>
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<td>E. The student will designate the percentage of gases normally found in the atmosphere, given a list of the go-es &amp; a list of proper percentages.</td>
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</table>
**CONCEPT**

A knowledge of the natures & sources of air pollutants is necessary for making decisions about pollution control.

**OBJECTIVES:**

1. The student will identify five air pollutants, specifying their common name, chemical name, source, and effects on man and his environment.
2. Given major sources of air pollution (transportation, industry, power plants, space heating and refuse disposal) the student will compare the amounts of different pollutants produced by each major source.
3. The student will identify five local sources of air pollution and describe each in terms of the pollutants characteristics and potential hazards.

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</table>
| B. A knowledge of the natures & sources of air pollutants is necessary for making decisions about pollution control. | 1. Pre-Test  
2. Audio tutorial | 1. Problem Solving Quiz |
C. Air pollution can have harmful effects on man's health.  

OBJECTIVES:  

1. The student will describe two historical examples of serious physical harm to members of an entire community from air pollution.  

2. The student will describe how four physical health conditions can be aggravated by severe air pollution.  

3. The student will list at least three effects of air pollution on man's respiratory system.  

4. Given a list of air pollutants, the student will rank these in order of potential danger to good health.  

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<td></td>
<td>1. Class discussion</td>
<td>Research Paper</td>
</tr>
<tr>
<td></td>
<td>2. Library Resources</td>
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</tr>
<tr>
<td></td>
<td>3. Teacher Handouts</td>
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<td></td>
<td>4. Lab demonstration</td>
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<tr>
<td></td>
<td>(a) physiograph with cigarette smoke</td>
<td></td>
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<tr>
<td></td>
<td>(b) artificial respiration (on dummy)</td>
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</tbody>
</table>
### AIR POLLUTION

#### CONCEPT

D. Air pollution can have strong effects on the operation of social, economic and political institutions.

#### OBJECTIVE:

1. Given a possible air pollution crisis, the student will delineate (considering economic and social costs to all parties concerned) three political, administrative or legal steps to deal with the crisis.

2. The student will devise a plan for communicating the actual and potential dangers of air pollution to his community.

#### STRATEGY

1. Teacher prepared handouts.
2. Library materials.
3. Attendance at Air Pollution Control Commission Meeting in area.
4. Game Simulation -- Commission meeting with roles assigned as follows:
   a. Politician
   b. Industrialist
   c. Environmentalist
   d. Citizen
   e. Media Representative

#### EVALUATION

1. Objective Quiz on 3 political, administrative or legal steps
2. Problem solving
3. Analysis of the game simulation by the student.
## AIR POLLUTION

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2. Library materials.  
3. Attendance at Air Pollution Control Commission Meeting in area.  
4. Game Simulation -- Commission Meeting with roles assigned as follows:  
  a. Politician  
  b. Industrialist  
  c. Environmentalist  
  d. Citizens | 1. (Quiz?) on 3 Political and 3 Legal steps  
2. Problem Solving.  
3. Analysis of the game simulation by student. |
A basic knowledge of air pollution control technology is needed in order to make sound decisions for solving air pollution problems.

**OBJECTIVES:**

1. The student will survey the literature and describe briefly five mechanisms used for air pollution control.

2. Given a list of air pollutants, the student will identify which technological controls would be effective for each and indicate the degree of effectiveness.

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<tr>
<td></td>
<td>1. Demonstration of monitoring control, using models, field trips.</td>
<td>Problem Solving.</td>
</tr>
<tr>
<td></td>
<td>2. Use of library</td>
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<td>3. Resource person</td>
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</tbody>
</table>
I. OVERVIEW

This module deals with the nature of the atmosphere as essential to understanding air pollution. There are a number of air pollutants having a variety of sources. These pollutants have complex interactions with each other and the environment, and meteorological conditions affect their accumulation and dispersal.

There are a multitude of ways in which air pollution affects inhabitants on earth; therefore, individual concern and action are mandatory for effective air pollution control.

II. CONCEPTS

A. Understanding the nature of the atmosphere is essential.

B. There are a number of air pollutants with a variety of sources.

C. Meteorological conditions, as well as the nature of the source, affects the accumulation and dispersal of pollutants; and vice versa.

D. There are a multitude of ways in which air pollution affects the inhabitants on earth.

E. Air pollution control necessitates individual action.

III. STUDENT OBJECTIVES

A. The student will:
   1. Write, or select from a list, three major components of the atmosphere.
   2. Select from a list, or write, the four major gases in the atmosphere and their percentages.
   3. Explain how three components of the atmosphere are important to biological processes.
   4. Define and explain the greenhouse effects.
   5. List and explain four processes of heat transfer.
   6. Explain the importance of particulate matter in the atmosphere.
B. The student will:
1. List four major processes which produce air pollution.
2. Identify the major pollutants introduced into the atmosphere by each of these processes.
3. Name five sources of atmospheric pollutants.
4. Seek the most important source of atmospheric pollutants in his community.

C. The student will:
1. Describe the major factors that contribute to the development of a thermal inversion.
2. Explain the differences between a cyclonic and an anticyclonic condition on the accumulation or dispersal of pollutants.
3. Explain the importance of topographic features as they relate to the accumulation or dispersal of pollutants.
4. Diagram and explain the source, the effect, and the suggested removal by meteorological conditions of at least three pollutants which are known to be harmful to man.
5. Explain why the so-called "heat island of a city" affects the accumulation or dispersal of atmospheric pollutants.
6. Explain the function of CO₂ in modification of global climatic patterns.

D. The student will:
1. Explain four ways that air pollution affects the organs of the human body.
2. Explain how air pollution can add agents to the foods which we eat which are harmful to the body.
3. Discuss, in a small group, the psychological effects of air pollution.
4. Give two cases where air pollution has been very detrimental to planning growth.
5. Explain how air pollution can bring another ice age.
6. From an appropriate list select the approximate total medical cost in the U.S. per year directly related to air pollution.

E. The student will:
1. Voluntarily use public transportation, seek to join a car pool, or use alternate modes of transportation.
2. List three ways he can express his concern to the community about air pollution.
3. Voluntarily reduce air pollution in his immediate environment.
4. Prepare a list of local organizations involved in air pollution control and indicate whether they are private or public.
5. Outline procedures for legally acceptable courses a private citizen may take to reduce air pollution.
6. Discuss the role of individual action as a prerequisite to private and public collective action.

IV. RESOURCE MATERIALS

5. Man and His Physical Environment, McKenzie, Ulgard (Pub.) Burgess.
AIR POLLUTION
Alternative #3

I. OVERVIEW

The acute effects of urban air pollution are well documented by extensive studies of air pollution disasters. The intermittent and sub-threshold effects await further evidence, however air pollution control should be immediately pressed and not await full elucidation of pollutant effects and mechanisms of action.

Community pollution control emanates from individual concern and group action. The student should be made aware of the necessity for his participation in the implementation of air pollution control.

II. CONCEPTS

A. Air pollution issues from many sources.

B. The earth with its atmosphere is a closed material system in which large quantities of pollutants are trapped.

C. Air pollution has widespread effects on the total biosphere.

D. Human energy, like any resource is limited in quantity and quality.

III. STUDENT OBJECTIVES

A. The student will:
   1. List seven sources of air pollution and the contaminants present there in that humans are directly responsible for.
   2. List at least five personal values and judge whether or not his actions resulting from these values have any effect on air pollution.

B. The student will:
   1. Describe the composition of the earth's atmosphere. The description will include the manner in which pollutants are carried and diluted by the atmospheric conditions.
   2. Identify at least five different pollutants common in the atmosphere with an indication of acceptable concentrations.
3. Describe the effects of an atmospheric inversion.

C. The student will:
   1. Construct a cost benefit chart concerning a process or product of his choice that leads to air pollution. He will list one cost and one benefit from the following areas:
      a. biological
      b. economic
      c. social
   2. State in a written paragraph whether in his opinion the benefits of this process or product outweigh the costs. He will state at least three reasons for his conclusions.
   3. Write an essay on the effects of ozone on the forest eco-system given the fact that ozone in concentrations higher than .05 parts per million destroys chlorophyll in forest plants. He will include:
      a. food production.
      b. primary, secondary, tertiary consumers.
      c. O₂ production.
      d. effects on temperature, light and humidity in the forests.
      e. effects on man's activities e.g. recreation, lumbering, etc.

D. The student will:
   1. List ten dysfunctional "personal" environmental contributions to air pollution.
   2. Identify ten persons in your national or local community who can successfully be responsible for effective air pollution control status.
   3. Trace a bill through the legislature and demonstrate why any law is difficult to be enacted.
   4. Choose a product now in the market and list five by-products of its manufacture which are potential or real pollutants.
   5. Describe at least three different types of action that an individual can take to reduce air pollution in his environment.
   6. Analyze each of the types of action he identified in terms of:
      a. feasibility.
      b. practicality/cost.
      c. contribution to solution.
FOOD AND DRUG POLLUTION

Alternative #1

I. OVERVIEW

Certain chemical additions are generally prerequisite to obtaining efficient food production and proper preservation. However, other chemical additions are strictly consumer-oriented. Their inclusion in our foods is questionable at best, and may indeed constitute a real health hazard. Remedial measures will involve not only identification and regulation of the toxic agents, but certainly will require change of consumer attitudes with regard to the marketing and merchandising of foods.

II. CONCEPTS

A. The production of an ample supply of clean, safe food is a necessity for human well being.

B. The application of chemicals has significantly increased world food production.

C. Unwise use of chemicals in food production, preservation and marketing presents an environmental and health hazard.

D. The continued production of ample quantity and quality of food requires intensified and redirected research.

E. Continued consumer education is necessary for intelligent buying habits and nutritional well being.

III. STUDENT OBJECTIVES

A. The student will:
   1. Discuss during class the world food problems.
   2. List the necessary daily nutritional requirements of man with 80% accuracy.
   3. Discuss the effects of efficient agriculture production on other aspects of society.

B. The student will:
   1. Compare, using charts, the crop yields between developed and undeveloped countries.
   2. Cite specific instances in which chemicals have increased food production and quality.
C. The student will:
1. Given a chart of pesticide chemical toxicity, rank the substances in order of human and environmental health hazards with 100% accuracy.
2. List the five most persistent chemicals and pesticides used in food production.
3. List three examples each of environmental and health hazards caused by the unwise use of chemicals in food production.
4. List three examples each of environmental and health hazards caused by the unwise use of chemicals in food preservation and marketing.

D. The student will:
1. Given ten years data, prepare a chart comparing food production/acre for five food products.
2. List three examples of recent research projects which seeks alternatives to chemical control of pests in food production.
3. List five current research projects which have led to increased quantity and quality of food.

E. The student will:
1. Visit a local supermarket and list five food additives.
2. Interview a consumer and list the individual's five main reasons for his choice of food products.
3. Record daily food choices and determine from a given chart the nutritional value of his diet.

IV. RESOURCE MATERIAL
1. Agriculture Extension Stations and Agents
2. John Deere Equipment Magazines
3. Manufacturing Chemists Association
4. Films
I. OVERVIEW

Certain chemical additions are generally considered prerequisite to obtaining efficient agricultural yields and insuring proper preservation of our food. However, other chemical additions are strictly consumer oriented and their inclusion in our foods is questionable at best, and may indeed constitute a real health hazard. Remedial measures will involve not only experimental identification of the toxic agents, but strict control over the marketing and merchandising of our foods.

II. CONCEPTS

A. Widespread use of chemicals in agriculture leaves potentially harmful residues in food chains of both man and other biota.

B. During processing of foods, chemicals which are added for preservation, flavor enhancement and improvement of appearance often contain substances that are potentially injurious to health.

C. It is imperative to increase knowledge of the effects on the consumer of chemical additives used in the processing of foods.

D. Consumer action from a personal standpoint and through governmental agencies is necessary for protection against pollution of food.

III. STUDENT OBJECTIVES

A. The student will:
1. Identify the various types of fertilizers, pesticides, antibiotics and hormones used in the production of foods.
2. Explain the detrimental effects of the various pollutants through the natural food chains.

B. The student will:
1. Identify the major categories of chemicals added to foods and the reasons for their use.
2. Relate the chemical additives to their possible effects on man's homeostatic mechanism.
C. The student will:
   1. Identify different classes of food additives in various foods.
   2. Recognize the extent of the use of given additives.
   3. Compose the benefits of using chemicals in the production and processing of foods to the disadvantages of their use.
   4. List x food additives which are suspected of being carcinogenic.

D. The student will:
   1. Outline the operation of the FDA and local Consumer Protection Agencies.
   2. Advocate the abolition of harmful additives from foods.

IV. RESOURCE MATERIAL

1. Audio tape
2. Special Graphics
3. Video tape
4. Photographs
5. Models
6. Video cassettes
7. 16 mm film strips
8. 16 mm film clips
9. Charts
10. Slides
11. Drawings
12. Overhead projectors
13. Real people (expert testimony)
14. Transparencies
15. Chromo key
16. Video electronic special effects
FOOD & DRUG POLLUTION

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>STRATEGY</th>
<th>EVALUATION</th>
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<tbody>
<tr>
<td>CONCEPT A</td>
<td>Widespread use of chemicals in agriculture leaves potentially harmful residues in food chains of both man and other biota.</td>
<td>1) Quiz on content from:</td>
</tr>
<tr>
<td></td>
<td>1. Invite an aquatic biologist to lecture on the eutrophication effects of nitrates, nitrites, phosphates, and metallic ions often found in fertilizers.</td>
<td>a. Lectures</td>
</tr>
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<td>2. Use the seminar technique to have a medical doctor:</td>
<td>b. Speakers</td>
</tr>
<tr>
<td></td>
<td>a. explain the possibility of infant methemoglobinemia resulting from nitrite or nitrate contamination of food or water.</td>
<td>c. Debate</td>
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<td>b. explain the physiological results of contamination of foods or water with metallic ions.</td>
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<td>3. Debate the hard vs. soft pesticides issue and list the common ones in present use under each category.</td>
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<td>4. Research the extent of the present use of antibiotics in producing meat.</td>
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<td>5. Research the history or present use of stibestrol (or diethylstibestrol) in:</td>
<td></td>
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<tr>
<td></td>
<td>a) chickens</td>
<td></td>
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<td></td>
<td>b) pigs</td>
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<td></td>
<td>c) cattle</td>
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### FOOD & DRUG POLLUTION

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<tr>
<th>CONCEPT</th>
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<tr>
<td>CONCEPT A (Continued)</td>
<td></td>
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<tr>
<td>2. Explain the detrimental effects of various pollutants through the natural food chains</td>
<td>6. Report on present legislative controls concerning use of hormones in meat production.</td>
<td></td>
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</tbody>
</table>
|                      | Research how DDT and the heavy metals can serve as case studies of biological magnification through predatory birds and fish. | 1) Quiz
|                      | Lecture on what is meant by biological magnification through a food chain. | 2) Research Paper   |
### FOOD & DRUG POLLUTION

<table>
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<tbody>
<tr>
<td><strong>CONCEPT B</strong></td>
<td>1. Display foods which have chemicals added and foods which have no additives.</td>
<td>1) List types of chemicals and their effects.</td>
</tr>
<tr>
<td></td>
<td>2. As homework, have students look up:</td>
<td>2) Match names and formulae with uses or effects of chemicals.</td>
</tr>
<tr>
<td></td>
<td>a. common names</td>
<td>3) Deletion</td>
</tr>
<tr>
<td></td>
<td>b. chemical names</td>
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<td></td>
<td>c. reason for addition</td>
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<td></td>
<td>3. Have students bring in foods which have additives and test foods for their shelf life.</td>
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<td>4. Compare foods which have different additives to determine which additives are more effective.</td>
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<td>5. A speaker from the FDA (or other agency) to give a talk on legal aspects of food additives.</td>
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<td>6. Write letters to Congressman on current legislation pertaining to food additives.</td>
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<td>7. Discussion by group (class) on attitudes of the American public on additives.</td>
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<td>8. As homework, have students look up the GRAS lists (generally upgraded as safe). Discuss list, GRAS (Ask students their experiences with chemicals on list).</td>
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## FOOD & DRUG POLLUTION

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</thead>
<tbody>
<tr>
<td><strong>CONCEPT B</strong></td>
<td>1. Lecture to students on additives and their effects on humans.</td>
<td>1. Have students make a film on affects of chemicals on man and his environment.</td>
</tr>
<tr>
<td>(Continued)</td>
<td>2. Study case histories of effects of chemicals on humans.</td>
<td>2. Make a collage showing chemicals and their effects on man and his environment.</td>
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<td></td>
<td>3. As homework, review newspaper (and magazine) for examples of chemical effects.</td>
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<td>4. Film on chemicals and their effects on environment and human, e.g., film on defoliation.</td>
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<tr>
<td><strong>CONCEPT C</strong></td>
<td>1. Visit a food store and identify additives on labels.</td>
<td>Match additives to foods they are used in.</td>
</tr>
<tr>
<td></td>
<td>2. Look in his kitchen &amp; identify additives on labels.</td>
<td>Turn in a collection of labels.</td>
</tr>
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<td></td>
<td>3. Visit a packing plant.</td>
<td>Critique in writing films, speakers, etc.</td>
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<td>4. Visit a canning plant.</td>
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<td>5. Speaker from food processing industry.</td>
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<td>6. Speaker from public health agency.</td>
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<td>7. Debate on pros and cons of using food additives.</td>
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<td>8. Establish a collection of food labels from foods used in his home.</td>
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**OBJECTIVE**

1. The student will identify classes of food additives in various foods. (This objective is rewritten)
## FOOD & DRUG POLLUTION

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<tbody>
<tr>
<td>CONCEPT C (Continued)</td>
<td>9. Interview a chemistry and home economics teacher and compare their opinions about food additives.</td>
<td>List different foods a given additive is used in.</td>
</tr>
<tr>
<td></td>
<td>10. Find out the acceptable quantity of insect parts in foods.</td>
<td>Critique in writing films; speakers, etc.</td>
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<tr>
<td></td>
<td>11. Make a chart showing classes of food additives.</td>
<td>Make graph plotting additives against foods</td>
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<tr>
<td></td>
<td>2. The student will recognize the extent of the use of given additives.</td>
<td>Examination on content.</td>
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<tr>
<td></td>
<td>(This objective is rewritten)</td>
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<tr>
<td></td>
<td>1. Visit a food store and list additives from labels.</td>
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<tr>
<td></td>
<td>2. Look in his kitchen and list additives from labels.</td>
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<td></td>
<td>3. Visit a food processing plant &amp; study controls over amount of food additives used.</td>
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<td>4. Speakers from F.D.A.</td>
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<td>5. Obtain a DROS list.</td>
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<td>6. Calculate amount of given additives in an average daily diet</td>
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<td>7. Research how much of a given additive</td>
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<td></td>
<td>8. Make a graph showing the extent of use of the given food additives.</td>
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**Concept C (Continued)**

2. The student will recognize the extent of the use of given additives.

(This objective is rewritten)
### Concept C (Continued)

3. The student will compare the benefits of using chemicals in the production and processing of foods to the disadvantages of their use.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Strategy</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Speaker (from field of agriculture); subject, using chemicals to increase agricultural yields.</td>
<td>1. Students will (at a later class period) criticize speakers presentation of their subjects.</td>
<td></td>
</tr>
<tr>
<td>2. Question &amp; Answer session.</td>
<td>2. Quiz (Content: subject matter; chemicals used in agriculture &amp; food processing; beneficial, potentially harmful, suspected of being carcinogenic).</td>
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<tr>
<td>3. Speaker (from Health Dept.) to discuss chemicals used in processing of foods (beneficial &amp; harmful).</td>
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<tr>
<td>4. Question &amp; Answer session.</td>
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<tr>
<td>1. Library Research: to find food additives suspected of being carcinogenic; report to class.</td>
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<tr>
<td>2. Question &amp; Answer session</td>
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</table>
FOOD & DRUG POLLUTION

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<tr>
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<tbody>
<tr>
<td>CONCEPT D</td>
<td>1. Prepare and distribute learning objectives assignment.</td>
<td>Short test based on Learning Objectives for assignment.</td>
</tr>
<tr>
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<td>3. Large group discussion of Test and Learning Objectives.</td>
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<td>4. Lecture: History of FDA.</td>
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<td>5. Demonstration: Overhead projects, organization of FDA; Legal duties of FDA; organization &amp; personnel of Local Consumer Protection Agency.</td>
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<td>6. Seminar:</td>
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<td>1) Rep. of FDA</td>
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<td></td>
<td>2) Pres. Food Processing plant.</td>
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<tr>
<td></td>
<td>3) Public Health Official.</td>
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<td></td>
<td>4) Head of Local CPA</td>
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<td>7. Student Research recent articles in periodicals on FDA.</td>
<td>Teacher evaluation of research papers.</td>
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<td>8. Film: &quot;Your FDA in Action&quot;</td>
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<td>9. Role playing. Characters:</td>
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<tr>
<td></td>
<td>1) President of Food Processing Plant.</td>
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<tr>
<td></td>
<td>2) FDA official</td>
<td></td>
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<tr>
<td></td>
<td>3) Framer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4) Public Health official</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5) Head of local CPA</td>
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<tr>
<td></td>
<td>These people are snowed in at a ski</td>
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**FOOD & DRUG POLLUTION**

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<thead>
<tr>
<th>CONCEPT</th>
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<tbody>
<tr>
<td>CONCEPT D (Continued)</td>
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</tr>
<tr>
<td>2. The student will advocate the abolition of harmful additives to foods.</td>
<td>10. Letter to your Congressman giving your views as to how FDA is performing its legal responsibilities.</td>
<td>Evaluation of contents and validity of letter.</td>
</tr>
<tr>
<td><strong>NOTE:</strong> Reading of Objective is revised.</td>
<td>1. Library (literature) research on food additives and their functions (uses).</td>
<td>1. Each student submits his letter to a panel of students selected by student, who will criticize letter on content and factual information.</td>
</tr>
<tr>
<td></td>
<td>2. Group discussion -- debate, pro and con -- on food additives.</td>
<td>A grade will be assigned by the Committee.</td>
</tr>
<tr>
<td></td>
<td>3. Lecture on harmful effects of various additives to food substances.</td>
<td>2. The student may submit an appeal to the instructor.</td>
</tr>
<tr>
<td></td>
<td>4. Each student writes a letter to FDA regulatory agencies pointing out harmful effects of various food additives, and requesting regulation of their use in food.</td>
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</tbody>
</table>
I. OVERVIEW

Noise is an ever increasing problem. The generation of sound has existed throughout history. With the existence of sound has come noise. Noise or unwanted sound, has created definite mental and physical problems for the entire biological community. In addition, the problem has been brought into sharp focus through discussions of the economic and social implications. We shall examine the origin and regulation of noise.

II. CONCEPTS
A. Sound is defined as the transmission of longitudinal compressional waves. There is a need to understand the medium of transmission, energy and scales of measurement.

B. Understanding of physiological aspects of sound and the relation of different biological species to the sound spectrum must be acquired.

C. Man must explain the relationship of the general level of sound to technological growth.

D. The "environment" has an influence on the perception of noise.

E. There is a need for noise control

F. Man must develop a relationship of action concerning his abilities and limitations of noise control.

III. STUDENT OBJECTIVES
A. The student will:
1. Analyze sound wave patterns in terms of the physical aspects of sound energy.
2. Obtain a list of decibel levels associated with various noise sources.
3. Demonstrate his ability to calculate and compute quantitative aspects of sound.
4. Cite examples of noise levels at decibel intervals of 10 db from 10 db to 100 db.
5. Define sound.

6. Define the meaning of the following terms:
   a. sound waves
   b. decibel levels
   c. frequency
   d. quality

7. Utilize the recognized terminology related to sound and apply these terms to graphic representations of sound patterns.

8. Acknowledge the survival value of sound by citing specific examples of sound stimulated behavioral activities in both human and non-human life.

9. Express graphically the idea of frequency.

10. Define a decibel.

B. The student will:

1. Illustrate that sound frequencies are differential in their effects on various animal species by making a chart which demonstrates a frequency scale and which species are associated with the parts of the body.

2. Diagram human ear and label its parts.

3. Describe the hearing abilities of two separate species of animals (humans may be one) and evaluate the results.

4. Develop a frequency scale of the range of frequencies audible to man, dogs, birds, and dolphins.

5. Indicate the typical loss in aural ability (reducing frequency range) in humans age 1 to 30 to 60 years of age.

6. Given lists of organisms and hearing ranges, match organisms with the appropriate hearing range.

7. Label a drawing of the sound perception mechanism of various animals and indicate the physiological aspects of sound interpretation.

C. The student will:

1. Prepare a graph demonstrating technological growth and increase of noise levels. (Plot GNP vs Time - 1850-1970 and superimpose on average decibel level of a major metropolitan area vs. time).

2. Present graphic data concerning a National Sound Level (NSL) and Technological Growth the student will interpret the graph.

3. Measure sound levels in different parts of the community:
   a. a park
   b. a school
   c. an industrial park
   d. an office
   e. an entertainment center
4. Name the classes of industries in his community that would damage the hearing of the workers.
5. Illustrate that industrial and general public use of noise generating devices is increasing for both commercial and recreational activities by listing sources in their home and community.

D. The student will:
1. List at least ten sources of noise in his neighborhood and state how he responds to each.
2. a. Participate in two "environmental walks" one is an environment similar to that in which their home is located and another in a relatively different but common residential environment. They shall then be asked to evaluate both as to noise perceived.
   b. By group comparison of results evaluate differential perception levels within and beyond their own environments.
3. Given an audio tape of various urban and rural sounds each at three defined levels of amplitude, (realize the relationship) by covering his eyes and orally rating each sound as pleasant or unpleasant.

E. The student will:
1. Given a list of needs for the control of noise pollution, rank order the needs based on a voluntary survey of neighbors.
2. Secure from appropriate sources in teaching material, a tabulation of decibels x time vs. physiological effect (hearing loss) in humans.
3. Cite data from studies on sound intensity and duration as it affects experimental animals and evaluate this data as it may relate to man.
4. Relate personal attitudes toward noise level preferences with respect to music, motors, and other physiological problems related to noise.
5. Identify physiological problems related to noise.
6. Describe a method of reducing the noise level at:
   a. an airport
   b. a foundry
   c. a rock concert

F. The student will:
1. Name two types of personal protective devices that would control noise individually.
2. Present two examples of how insulation can be used to control noise in an auditorium.
3. Develop a design for industrial noise abatement within the community and defend this plan when challenged on its economic merits.
4. Participate in political or civic activities to bring about noise pollution abatement.
5. Review local regulations concerning noise abatement.
6. Use an original sound level scale to determine sound levels in various areas of his environment.
7. Given a specific noise problem (airport, TV, radio, cars and trucks), devise a noise control mechanism for the affected environment.
8. List various health and/or psychological problems of man directly attributable to a specific noise source. (example - the car).
I. OVERVIEW

Man must become aware of the possible physiological and psychological damage which can occur as a result of noise pollution. An investigation of the sources of noise should be attempted in order that appropriate courses of action can be formulated. A complete understanding of the problem will require a knowledge of the physical nature of sound and the anatomy and physiology of the human ear.

II. CONCEPTS

A. Man must understand the problem of sound pollution. A knowledge of the physics of sound and anatomy and physiology of the ear is necessary to accomplish this.

B. There are beneficial as well as harmful effects of sound.

C. Sources of Sound Pollution are varied and are increasing at a rapid rate.

D. Solutions to most sound pollution are presently available and merely need to be implemented.

III. STUDENT OBJECTIVES

A. The student will:
   1. List the three components which are necessary for sound to occur and demonstrate that the absence of one of these components results in a lack of sound.
   2. Trace the pathway that sound takes during its passage through the ear to the brain.
   3. Distinguish between the intensity and pitch of sound and tell how each one is measured.

B. The student will:
   1. List the sounds considered both psychologically and physiologically beneficial and defend these choices.
   2. Explain the effects of loud noise or sounds of high decibels on the physiology of the ear.
   3. Demonstrate an ability to use sound monitoring devices.
   4. Research the decibel level which cannot be exceeded on a sustained basis without permanent ear damage.
C. The student will:
   1. Using sound monitoring devices survey his community and identify five major sources of noise pollution.
   2. Identify five sources of sound pollution which were non-existent 10, 25 and 50 years ago.

D. The student will:
   1. Investigate the extent to which local city council has taken steps toward abating sound pollution.
   2. List any number of techniques that are now in use to reduce sound intensity.
   3. Visit a local industry and describe the safety provisions against sound pollution.

IV. RESOURCE MATERIALS

1. Audio tapes
2. Video tape
3. Video cassettes
4. 16 mm film clips
5. 16 mm film strips
6. Models
7. Photographs
8. Special graphics
9. Charts
10. Drawings
11. Diagrams
12. Real people (expert testimony)
13. Slides (2x2)
14. Overhead projectors
15. Transparencies
16. Chromo key
17. Video electronic special effects.
I. OVERVIEW

Starting with the immediate environment of his school, home, and community, the student will examine the evidences of scenic pollution and develop an awareness of what scenic pollution is, the reasons causing it, its harmful effects, and how it may be minimized or eliminated.

Emphasis will be placed on the distinctions between scenic modification and pollution as it affects man.

The role of industries in scenic degradation and inefficient use of resources will be examined and the social, psychological, economic and political implications of scenic pollution investigated.

Efforts will be made to develop alternative techniques of industrial advertising and disposal of liquid and solid wastes. These efforts will include discussion of how to change our societal patterns of throwaway packaging, and "frontier mentality" of "leave the mess behind and move on".

II. CONCEPTS

A. Man has ignored the visual effects from an aesthetic viewpoint of his advertising action.

B. Larger size, repetition and the concept of the new and improved have had a detrimental effect on the conscious and unconscious feelings for the visual environment.

C. Repetition and large size in advertising and architecture have encouraged insensitivity to quality judgements in the natural environment and have not encouraged man to feel value for the products of his own hand.

D. Products which are simulations of natural materials might foster a sense of unreality and callous indifference toward the natural visual environment.

III. STUDENT OBJECTIVES

A. The student will:
   1. Record (with a camera) the number of occurrences of the
same advertising image that you see on your commuter route. 
make a list of the intervals (distance between the oc-
currences).
2. List products seen daily which are reflected in inflated advertising signs, cite locations.
3. List a number of political and economic reasons for the proliferation of advertising products.
4. Obtain a copy of the sign ordinance for the governmental unit in which he lives and for the state and/or federal highways in his state.
5. A task force of students will roam through the community (or along nearby state or federal highways) compiling a list and/or photographing illegal signs. Cite the specific ordinance or ordinances defied by each illegal sign.

B. The student will:
1. For one week place in a container any objects disposed of. Make a list of these objects in categories such as:
   a. packaging materials
   b. worn out products that he has used.
   Sub-divide the lists into biodegradable and non-biodegradable materials.
2. List examples of products used that are found in advertisement on the way to school.
3. Survey a section of a primary highway and determine what methods can be utilized to improve the aesthetic value of the right-of-way.
4. Construct a slide test for a five mile section of road in your community, which you are sure your classmates travel regularly, to determine how much of the visual material can be placed in that section by your fellow students.

C. The student will:
1. List ten commercial products and compare on a personal evaluation sheet considering
   a. Texture
      1. sculpture
      2. rough
      3. smooth
      4. hard
      5. soft
      6. simulated
      7. natural
   b. Size
      1. intense color
      2. faded color
      3. bold lettering
      4. fine print
      5. graphic effort
2. Visit an industry and see if the color of the outside can interest or if such an idea was ever considered.
3. Research the plans of the local highway department for new roads to determine what plans are to be instituted to prevent visual boredom and fatigue.
4. Construct two objects that he would normally buy. He will
use natural materials in the construction of one and man-
made materials in the construction of the other. The
student will evaluate his feelings concerning the value
he places on these objects relative to each other and
relative to the value he places on the objects he buys.

D. The student will:
1. Make a list of ten industrial products which are obvious
simulations of natural materials. Bring in samples for
comparison consider:
   a. texture
   b. degree of naturalism
   c. cost of production and/or product.
2. List natural and synthetic materials that are used within
his home.
3. The class will be divided into two groups. One group
will build an "environment", big enough for one person
to enter and explore, completely from man-made materials.
Group two will do the same thing using only natural
materials. Each group will discuss the project con-
sidering:
   a. associations with sensations
   b. color
   c. texture
   d. degree of naturalism
### SCENIC POLLUTION

<table>
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<tr>
<th>CONCEPT</th>
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<th>EVALUATION</th>
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<tr>
<td><strong>Concept A</strong>&lt;br&gt;Man has ignored the visual effects from an aesthetic viewpoint of his advertising action.</td>
<td>1. Record (with a camera) the number of occurrences of the same advertising image that you see on your commuter route. Make a list of the intervals (distance between the occurrences).&lt;br&gt;2. Make a list of products which you see daily which are reflected in inflated advertising signs - cite locations.&lt;br&gt;3. For one week the student will place in a container the objects he disposes of. Make a list of these objects in categories such as:&lt;br&gt;a. packaging materials.&lt;br&gt;b. worn out products that he has used.&lt;br&gt;He may sub-divide the lists into biodegradable and non-biodegradable materials.&lt;br&gt;4. The student will list examples of products which you use that you have found in advertising on your way to school.&lt;br&gt;5. The student will survey a section of a primary highway and determine what methods can be utilized to improve the aesthetic value of the right-of-way.</td>
<td>1. The student will prepare a written list, or give an oral report, or give a slide presentation on the classes of scenic pollution.&lt;br&gt;2. The student may use any combination of the above to indicate his knowledge of the classes of scenic pollution.&lt;br&gt;3. The student may use any form of communication to demonstrate that he understands the classes of scenic pollution (for example, as a collage or a montage).</td>
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<td><strong>Concept B</strong>&lt;br&gt;Larger size, repetition and the concept of the new and improved have had a detrimental effect on the conscious and unconscious feelings for the visual environment.</td>
<td></td>
<td>1. The student will participate in group discussions and be evaluated by his peers on his understanding of the relationship between commerce, advertising and scenic pollution.&lt;br&gt;2. The student will submit a written report on the relationship between commerce, advertising and scenic pollution.&lt;br&gt;3. The student will give an oral report utilizing a slide presentation.&lt;br&gt;4. The student will create a film to show the relationship between commerce, advertising and scenic pollution.</td>
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### SCENIC POLLUTION

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<td>A. (continued).</td>
<td>6. Construct a slide test for a five-mile section of road in your community, which you are sure your classmates travel regularly, to determine how much of the visual material can be placed in that section by your fellow students.</td>
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SCENIC POLLUTION

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| Concept C | 1. Workshop on propaganda techniques.  
2. Discussion in small groups.  
3. Examination of visit on perception (seminars and lectures).  
4. Walking tour of _______________.  
5. Interview business people who advertise and find out why they advertise.  
6. Survey cost effectiveness of advertising.  
7. Consumer poll - why products are bought.  
8. Study of GNP - why it is necessary to increase per capita income.  
9. Study philosophical assumption - "Advertising Creates Demand."  
10. Find out degree to which neon signs interfere with reading highway signs.  
11. Determine how much sign painters are paid per hour.  
12. Read Visual Thinking, Anheim | 1. The student will list X number of political and economic reasons for the proliferation of advertising products.  
2. The student will design a "logo" and sell it to the class.  
3. The student will design a package for a non-product using the most successful logo (see #2) and record response to package by class. |
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<td>14. Find out how much money is spent on advertising.</td>
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<td>15. Survey abandoned advertising signs.</td>
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<td>16. Obtain a copy of the sign ordinance for the governmental unit in which he lives.</td>
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<td>17. The student will research the plans of the local highway department for new roads to determine what plans are to be instituted to prevent visual boredom and fatigue.</td>
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## Concept D

Products which are simulations of natural materials might foster a sense of unreality and callous indifference toward the natural visual environment.

### Concept Strategy

1. Compile ten commercial products and compare on a personal evaluation sheet considering:
   - Texture
     1. sculpture
     2. rough
     3. smooth
     4. hard
     5. soft
     6. simulated
     7. natural
   - Size
     1. intense color
     2. faded color
     3. bold lettering
     4. fine print
     5. graphic effort

2. The student will visit an industry and see if the color of the outside can interest or if such an idea was ever considered.

3. The student will construct two objects that he would normally buy. He will use natural materials in the construction of one and man-made materials in the construction of the other. The student will evaluate his feelings concerning the value he places on these objects relative to each other and relative to the value he places on the objects he buys.

4. Make a list of ten industrial products which are obvious simulations of natural materials.

### Evaluation

1. Compare characteristics of natural and synthetic materials.

2. Make a list of ten (additional) commercial products which are simulations of natural materials.

3. Given ten objects, the student will classify them as natural or synthetic.

4. Have student make a drawing of how much of his immediate environment would remain if all synthetic materials were removed (a photographic collage).

5. Have students give oral reports or keep a diary about his feelings toward the objects he makes and buys.
**SCENIC POLLUTION**

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<td>D. (continued).</td>
<td>4. (continued) Bring in samples for comparison, consider: a. texture b. degree of naturalism c. cost of production and/or product.</td>
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<td>5. The student will make a list of natural and synthetic materials that are used within his home.</td>
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<td></td>
<td>6. The class will be divided into two groups. One group will build an &quot;environment,&quot; big enough for one person to enter and explore, completely from man-made materials. Group two will do the same thing using only natural materials. Each group will discuss the project considering: a. association with sensations b. color c. texture d. degree of naturalism</td>
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A general strategy which may apply to most objectives would be to group the students and assign topics to each group. The group would have to develop a complete argument, both pro and con, on the issue.

On Evaluation Day, the group would be told whether they were to give the pro or con argument and be evaluated on their presentation. It is suggested that peer group leaders be developed for this activity.
Con't Teacher Made Materials

SIMSOC, William Gamson and Scott Foreman(?)

Excellent role playing simulation exercise on:

social, econ., and political decision making

Wright State University
Dr. Roger Iddings
Dayton, Ohio 45431
Has developed a course and has materials available

Wright State University
Dr. Ronald Schmidt
Division Office of Environmental Studies
Dayton, Ohio 45431

Instructions for letter writing exercises to selected elected officials.
Requires student to follow up general "non-response" letters and attempts
to pin down officials. This exercise actually resulted in voting shifts
by some state legislators.

U.S. Dept of Agriculture will send free or at a minimal charge how to
compact your garbage and trash. With this a student gets first hand
information on how to do this.