

教師應教導學生成為明智的消費者以減少過度消費主義對環境之衝擊

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摘要

本文探究過度消費問題，提出老師應該扮演積極角色來改變這種現況。經由文獻分析與理性推理，本文指出過度消費的幾個問題：首先是人們很容易混淆基本需求與欲求。其次為商人透過缺少倫理與混淆視聽的廣告來引誘消費者。最後是過度消費產生了許多環境危機。研究認為教師能夠並且應該幫助學生，去認識他們如何被廣告操縱而過度消費的問題。研究提供教師一些策略來引導學生成為明智的消費者。首先教師需幫助學生區辨基本需求與欲求的不同。其次是教導學生分析市場行銷機巧的技能。最後是教師引導學生使用慎思、分析、評價與選擇的能力，練習去實踐一個合宜的環保解決方案，學習成為一位明智的消費者。

關鍵字：環境教育、明智的消費者、教師、教學

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Teachers Should Teach Students to Be Informed Consumers to Diminish the Impact of Hyper-consumerism on Environment

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Abstract

The research explores the problems of hyper-consumerism and argues that teacher should play an active role to alter this condition. Through literature review and rational reasoning, the researcher identifies several problems of hyper-consumerism: People are easily led to confuse their needs and wants, corporations craft their advertising around amorally deceptive and irrational slogans, and the trend of overconsuming causes many environmental problems. The author argues that teachers can and should do more to help students having awareness of how they can be easily manipulated to make poor purchasing decisions and over-consume. The paper provides some strategies for teacher to lead students being informed consumers: helping students to distinguish between needs and wants; teaching students to analyze the trick of market; and leading students to practice a role of informed consumer by deliberating, analyzing, evaluating, choosing, and practicing proper environmental solutions.

Key Words: environmental education, informed consumer, teacher, teaching