



“Jingle All the Way”

Visual comprehension questions, activity

1. Who are the main characters in the movie?
2. What are the characters buying? Is it a need or want? Why?
3. What happens in the movie?
4. Why did the stores run out of Turbo Man?
5. What happens to the price of a good when there is a limited supply such as this?
6. Describe what other markets are created in this situation. How do they function?
7. What do you think happens next?

Extended activity

Think back to your childhood. Was there a toy or other item that was in high demand around the holiday season? Describe how the media was involved in creating demand, and what happened as a result—to the store environment, the price of the item, its supply, and consumer demand.