NEWS BREAK

Article: Land O’Lakes removes Native American woman from labels

Section: MAIN, A2

Sunday’s News Break selects an article from Sunday, April 19, 2020 of The Seattle Times print replica for an in-depth reading of the news. Read the selected article and answer the attached study questions.

You are encouraged to modify this lesson to fit the needs of your students. For example, some teachers might use this as a take-home assignment and others might read and answer the questions in a small group or larger, class discussion.

*Please be sure to preview all NIE content before using it in your classroom to ensure it is appropriate for all of your students.

Standards:

CCSS.ELA-Literacy.RI.4.1

- Refer to details and examples in a text when explaining what the text says explicitly and when drawing inferences from the text.

CCSS.ELA-Literacy.RI.4.2

- Determine the main idea of a text and explain how it is supported by key details; summarize the text.

Objectives:

Students will discuss whether companies should use other’s cultural or ethnic symbols or people as their company logo or mascot. Students will discuss how using a Native American woman on dairy packaging could be offensive to Native people. They will discuss why many companies and sports teams use Native imagery and designs. Students will debate whether changing Native-themed logos and mascots is a “good sign, and an important and needed change. They will also reflect on how using cultural images in marketing, sports or advertising can be seen as cultural stereotyping and cultural commodification of Indian culture.
Pre-Reading Discussion:

What do you think the article will be about? Are there clues in the picture?
What can you infer?

Vocabulary Building:

Read this sentence, what do you think the highlighted words mean using context clues? A context clue is a word or words that are hints and refers to the sources of information outside of words that readers may use to predict the identities and meanings of unknown words.

“Last week, officials and Native American representatives applauded the change, which is similar to steps that other U.S. companies, sports teams and universities have undertaken to address or phase out the use of Native American imagery in logos and mascots.”

Logo Guess:

Logo Definition:

Mascot Guess:

Mascot Definition:
Comprehension Questions:

1. For nearly a century, an illustration of a __________ ____________ woman has adorned the packaging of Land O’Lakes cheese and butter products.
2. The company, founded in ________ by a group of Minnesota dairy farmers, is phasing in a new design before its 100th anniversary.
3. Instead of the depiction of the woman, some products will be labeled “Farmer-Owned” and feature an illustrations of what?
4. Last week, officials and Native American representatives applauded the change, which is similar to steps that other U.S. companies, sports teams and universities have undertaken to address or phase out the use of Native American imagery in __________ and __________.
5. Beth Ford, the Land O’Lakes chief executive, said in the statement that as the company looked ahead to its centennial, it recognized the need for what change on its packaging?
6. The original logo of the company’s “butter maiden” first appeared on Land O’Lakes packaging in __________, created by Arthur C. Hanson, an artist who worked for a local advertising firm.

Discussion Questions (small/large groups), Journal Prompts or Essay Questions:

- Should companies use other’s cultural or ethnic symbols or people as their company logo or mascot? Why or why not?
- Do you understand how using a Native American woman on their dairy packaging could be offensive to Native people? Why would they think that? Would it be different if they were all Native American farmers? Why or why not?
- Why do you think companies and sports teams use Native imagery and designs when they are not a Native-based or owned company?
- Do you feel that large companies changing their Native themed logos is a “good sign, and an important and needed change?” Do you agree?
- How can using cultural images in marketing, sports or advertising be seen as stereotyping and commodification of Indian culture?

What is a cultural stereotype?

What is cultural commodification mean?

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