



*Media Literacy
in Action:
The Community
Planning
Project*

Episode 2
Businesses

What is a community?

People living in the same geographic place.



What makes a livable community?

People have many needs and wants in the community in which they live. They want to feel safe and enjoy the place where they live.

People want to live in neighborhoods where they know their neighbors. They want to shop where they can buy the things they need and want.

People want public services that meet their everyday needs, like water and electricity, and fire and police departments that can send responders when there is an emergency.

Transportation is important in communities, whether it means sidewalks or forms of transportation that make it easy to get from place to place.



Schools and other learning centers are important too. Libraries, museums, and historical sites also provide places for learning.

Parks and recreation areas encourage people to enjoy the outdoors and exercise.

Art is important too, as are public spaces where people can gather for special events, which creates a sense of belonging and pride in the community.

Why are businesses important in communities?

In a livable community, people want different kinds of businesses and public services. Some businesses are stores where people buy things that they need and want. Some businesses provide services, such as haircuts, while others, such as restaurants, provide goods and services.

There are public services too. These services are provided by the government and include hospitals, schools, post offices, and police and fire stations.



What kinds of
businesses
should we
have in our
community?







In communities there are many different kinds of businesses.

Why would people need these kinds of businesses?



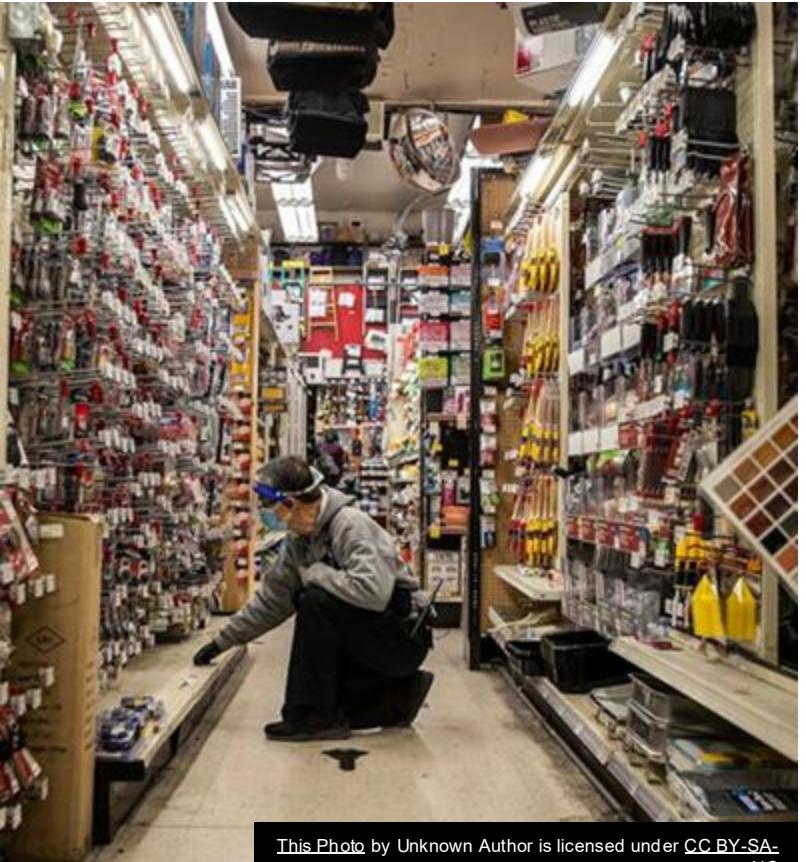


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What kinds of services are in this community? What services should our community have?





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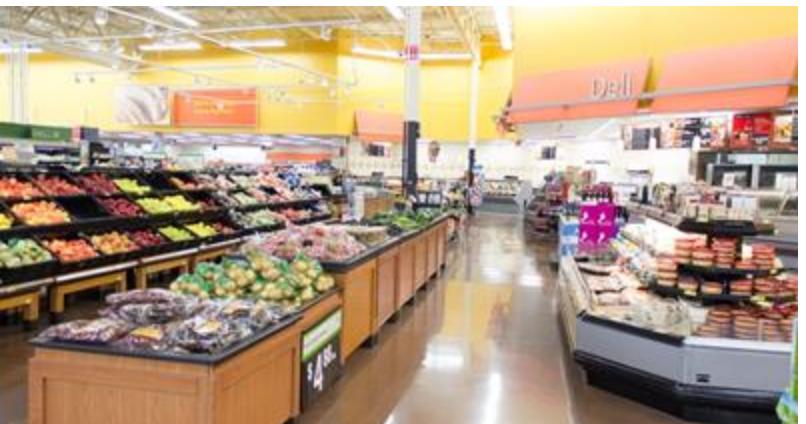
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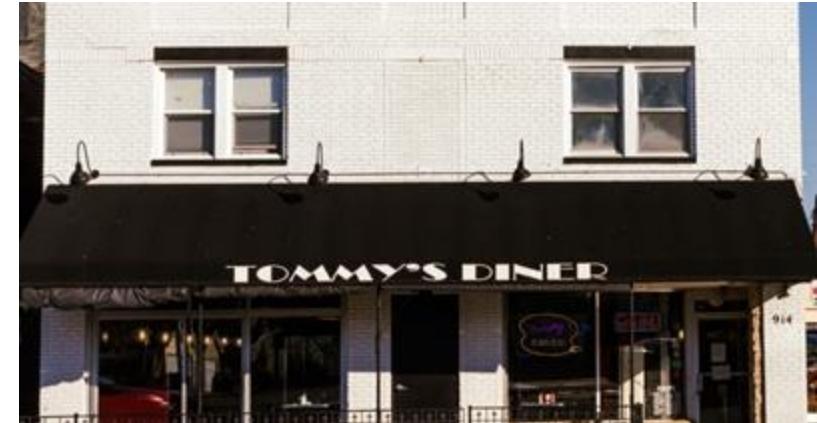


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Do you like to shop at these stores?

Do we need these businesses in our community?



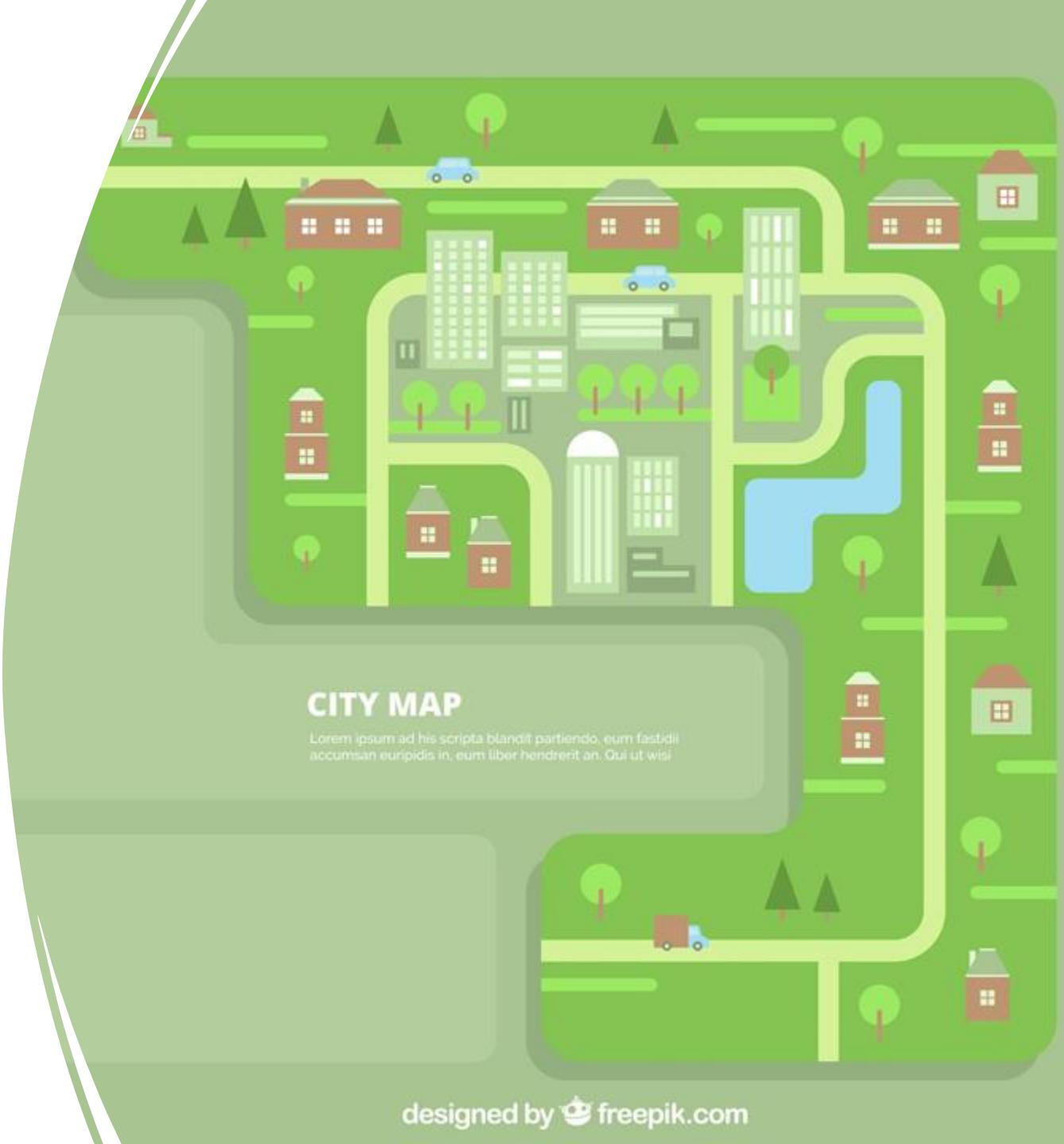
People love to eat in restaurants.

What kinds of restaurants should we have in our community?



Livable communities have many different people. Different people have different needs and wants when they go shopping. Where do you think families might shop? Why? Where do young people like to shop? Where do older people like to shop?

In communities, businesses are grouped together. When people go shopping, they want the businesses close together for convenience. How would you organize your shopping area?



Choices & Decisions

What kinds of businesses will you have in your community?

