



THE MESSAGE AND THE MEDIUM — I have used this idea with many grade levels, most recently with a second grade class.

For the last week and a half we've been talking about economics. One of the lessons within this unit concerns advertising; why people advertise and what makes for great advertisements. At the end of the lesson I ask the students to think of a business they may want to start and write up an advertisement to promote their business.

First we look at many different ads from the newspaper. We compare these ads and decide which is the best. I make sure the students understand that color, different fonts and sizes, pictures and exciting words all add up to successful ads.

Cayetana Maristela
K-5 ELL teacher
Indian Creek Elementary
Kansas City, MO

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This TNT activity addresses the following national learning standards:

Language Arts

#3 Application of a wide range of strategies to comprehend, interpret, evaluate and appreciate texts.

#12 Use of spoken, visual and written language for ... learning, enjoyment, persuasion and the exchange of information.

Source: National Council of Teachers of English/International Reading Association List of Standards for the English Language Arts, 1996.

Educators, did you know that you can earn \$25 by sharing one of the good newspaper-related activities that you've developed and used with your students? Just submit your activity to TNT: Teachers' Newspaper Tactics, a monthly feature of *NIE Information Service*. If *NIE Information Service* selects your activity for publication, you'll receive \$25 and a credit line. Then, your activity will be seen and perhaps used by thousands of other educators who also value the newspaper as an important and interesting educational resource. *NIE Information Service* is a monthly subscriber publication that currently serves about 320 newspapers in the United States and around the world. So, send in your TNT idea today. Be sure to include your name, address, phone number, e-mail or fax number, if available as well as school and grade or subject taught. Mail it to TNT, *NIE Information Service*, P.O. Box 300, Pittsford, NY 14534 USA.

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