



### STUDENT BRAINSTORMING CHART #1

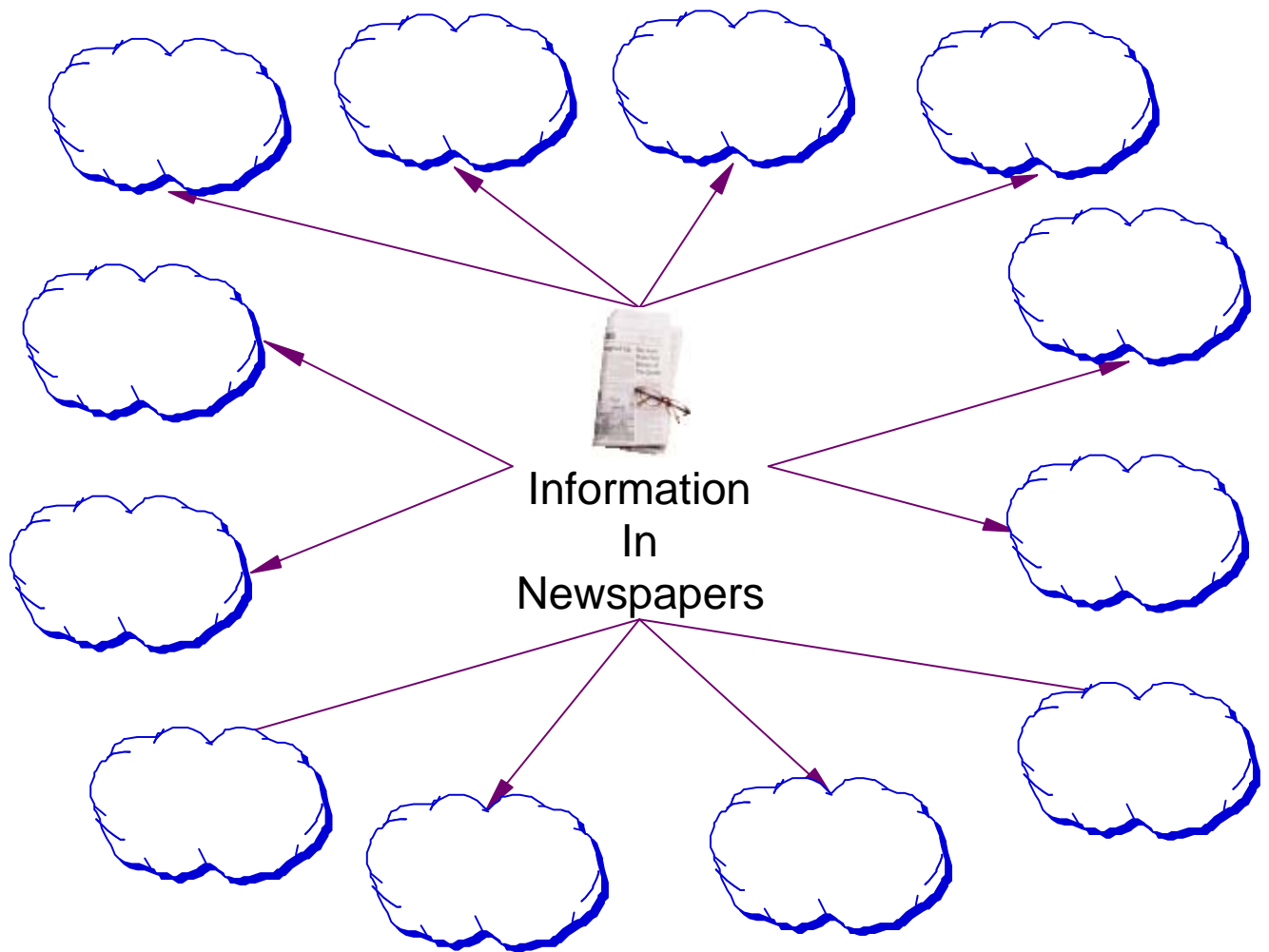
**Instructions:** Work with your partner or group to find different types of information in the newspaper. Look at the newspaper you have been given and list examples of each kind of information. In each cloud, write in a type of information you have found. If you find other examples, write them in the empty space.





## STUDENT BRAINSTORMING CHART #2

**Instructions:** Work with your partner or group to find different types of information in the newspaper. Look at the newspaper you have been given and list examples of each kind of information. In each cloud, write in a type of information you have found. If you find other examples, write them in the empty space.





**Student Name(s):** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Class:** \_\_\_\_\_  
**Teacher Name:** \_\_\_\_\_

### **STUDENT EXAMPLES PORTFOLIO**

**DIRECTIONS:** Work with your partner/group to find examples of different types of information in the newspaper. When you find an example, cut it out and paste it on the paper. In the box, write a sentence explaining why what you found is a good example of that type of information.

Below is an example of one type of information found in a newspaper.

CUT AND PASTE A SAMPLE  
GROCERY STORE  
ADVERTISEMENT HERE

**How do you know this is a good example of an ADVERTISEMENT? (an announcement of products and services you can buy, such as news about clothes on sale, or restaurants you can visit)**

Sample answer: This is a good example of an advertisement because it displays food products that are for sale in a supermarket and tells what each item costs.



## **EXAMPLE PORTFOLIO**

### **EXAMPLE 1 OF 6**

**NEWS INFORMATION tells you about important events that have happened in your city, state, in the United States or in another country.**

**CUT AND PASTE AN EXAMPLE OF NEWS INFORMATION HERE.**

How do you know this is a good example of NEWS INFORMATION? Explain your choice by writing a sentence in this box.



## **EXAMPLE PORTFOLIO EXAMPLE 2 OF 6**

**WEATHER INFORMATION tells you what weather to expect in your city, state, and in the United States days or even weeks ahead of time.**

**CUT AND PASTE AN EXAMPLE  
OF WEATHER INFORMATION HERE.**

How do you know this is a good example of WEATHER INFORMATION? Explain your choice by writing a sentence in this box.



## **EXAMPLE PORTFOLIO**

### **EXAMPLE 3 OF 6**

**ENTERTAINMENT INFORMATION tells you about T.V., movies, music, and the arts and the people involved in entertainment (such as actors, musicians and dancers).**

**CUT AND PASTE AN EXAMPLE OF ENTERTAINMENT INFORMATION HERE.**

How do you know this is a good example of ENTERTAINMENT INFORMATION?  
Explain your choice by writing a sentence in this box.



## EXAMPLE PORTFOLIO EXAMPLE 4 OF 6

**SPORTS INFORMATION** tells you about sport teams, games and competitions, athletes, coaches and others involved in sports of any kind.

CUT AND PASTE AN EXAMPLE  
OF SPORTS INFORMATION HERE.

How do you know this is a good example of SPORTS INFORMATION? Explain your choice by writing a sentence in this box.



## **SAMPLE PORTFOLIO EXAMPLE 5 OF 6**

**BUSINESS INFORMATION tells about money, jobs, companies and the products they make, and laws which affect how businesses run and how people earn and spend their money.**

**CUT AND PASTE AN EXAMPLE  
OF BUSINESS INFORMATION HERE.**

How do you know this is a good example of BUSINESS INFORMATION? Explain your choice by writing a sentence in this box



## **SAMPLE PORTFOLIO EXAMPLE 6 OF 6**

**COMMUNITY INFORMATION tells you about people and events in the local area. These events include weddings, births, deaths, school news, local festivals and celebrations. Community news might tell about interesting people in your city.**


**CUT AND PASTE AN EXAMPLE  
OF COMMUNITY INFORMATION HERE.**

How do you know this is a good example of COMMUNITY INFORMATION? Explain your choice by writing a sentence in this box



### STUDENT CHART

**DIRECTIONS:** Think about the different types of newspaper information we have presented and discussed, and about which kinds of information would be most useful for you and your family members, teachers, friends and neighbors. Fill in the chart with the name of a person you know and write a complete sentence explaining why this information would be helpful to that person. Don't forget to answer the **assessment question** in the box at the bottom of the page!


Person	Type Of Information	Why Would It Be Useful?
 Grandmother	Advertising	<i>My grandmother reads the newspaper advertisements to find out what's for sale at the grocery store. This helps her save money on groceries.</i>
	News	
	Weather	
	Entertainment News	
	Sports News	
	Business News	
	Community News	

**ASSESSMENT QUESTION:** Why are newspapers called a form of mass media?  
 Explain your answer



## STUDENT CHART KEY

**DIRECTIONS:** Think about the different types of newspaper information we have presented and discussed, and about which kinds of information would be most useful for you and your family members, teachers, friends and neighbors. Fill in the chart with the name of a person you know and write a complete sentence explaining why this information would be helpful to that person. Don't forget to answer the **assessment question** in the box at the bottom of the page!

Person	Type Of Information	Why Would It Be Useful?
 Grandmother	Advertising	<i>My grandmother reads the newspaper advertisements to find out what's for sale at the grocery store. This helps her save money on groceries.</i>
My Dad	News	My Dad is interested in politics and likes to know what the president is doing.
Me	Weather	I would read the weather page before I make my plans for the weekend so I won't plan a trip to the beach on a rainy day!
My sister Mary	Entertainment News	My sister loves the "Backstreet Boys" and wants to know when their next album will be out.
My brother John	Sports News	My brother keeps up with the scores on all Atlanta Braves baseball games.
Mr. Jones	Business News	Mr. Jones is our economics teacher and is interested in anything related to the economy.
My Mom	Community News	My mother always reads the school information in the newspaper.

**ASSESSMENT QUESTION:** Why are newspapers called a form of mass media? Explain your answer

Newspapers are called mass media because they are meant to give information to many different people. They help people communicate and find information on different subjects, such as news and sports.



## GRADING RUBRIC FOR LESSON

**For each student or group, circle the description of student's performance and assign point totals (total points possible: 100)**

Student/Group Name(s):				
Date Graded:				
Product	Commendable	Acceptable	See Teacher	Grade/Points
<p><b>Brainstorming Chart</b>  <i>L.A.A.1.3.1 The student uses background knowledge of the subject and text structure knowledge to make complex predictions of content, purpose and organization of the reading selection.</i>   <i>L.A.A.1.4.1-The student selects and uses prereading strategies that are appropriate to the text (such as discussion, making predictions, brainstorming, generating questions, and previewing) to anticipate content, purpose, and organization of a reading selection.</i></p>	<p>Student(s) used own knowledge of newspapers and copy of newspaper to provide ten (10) or more true examples of kinds of information found in newspapers.  (33 points)</p>	<p>Provided seven (7) to nine (9) true examples of kinds of information found in newspapers, and no more than two (2) nonexamples.  (&gt;25 points)</p>	<p>Provided six (6) or fewer true examples of kinds of information found in newspapers, and/or more than two (2) nonexamples.  (&gt;15 points)</p>	
<p><b>Examples Portfolio</b>  <i>L.A.A.1.3.1 The student uses background knowledge of the subject and text structure knowledge to make complex predictions of content, purpose and organization of the reading selection.</i>   <i>L.A.A.1.4.1-The student selects and uses prereading strategies that are appropriate to the text (such as discussion, making predictions, brainstorming, generating questions, and previewing) to anticipate content, purpose, and organization of a reading selection.</i></p>	<p>Student(s) used own knowledge of newspapers and copy of newspaper to provide all six (6) examples in the example portfolio along with logical explanation of each example.  (34 points)</p>	<p>Provided five (5) of the six (6) examples in the example portfolio along with logical explanation of five (5) of the six (6) examples. Provided no more than two (2) nonexamples or incorrect explanations.  (&gt;25 points)</p>	<p>Provided four (4) or fewer examples in the example portfolio along with four (4) or fewer logical explanations. Provided three (3) or more nonexamples.  (&gt;15 points)</p>	
<p><b>Student Chart</b>  <i>L.A.A.1.3.1 The student uses background knowledge of the subject and text structure knowledge to make complex predictions of content, purpose and organization of the reading selection.</i>   <i>L.A.A.1.4.1-The student selects and uses prereading strategies that are appropriate to the text (such as discussion, making predictions, brainstorming, generating questions, and previewing) to anticipate content, purpose, and organization of a reading selection.</i></p>	<p>Completed student response chart to demonstrate knowledge of author's purpose and usefulness of newspaper content. Demonstrated understanding of term <u>mass media</u>. (33 points)</p>	<p>Completed four (4) of the sections on the student response chart to demonstrate knowledge of author's purpose and the cope and usefulness of newspaper content. Demonstrated understanding of term <u>mass media</u>.  (&gt;25 points)</p>	<p>Completed three (3) or fewer sections of the student response chart, failing to demonstrate knowledge of author's purpose and the scope and usefulness of newspaper content. DID NOT demonstrate understanding of term <u>mass media</u>.  (&gt;15 points)</p>	<p style="text-align: center;"><b>Point Total</b></p> <hr style="width: 100%;"/> <p style="text-align: center;"><b>Grade Earned</b></p>
				<p>_____/100</p>