

# news {..BYTES..}

## for eEditions

grades 9-12

### 1 Advertising

Apple touts the capabilities of its iPhone with commercials that declare “There’s an App for That” and then list some of the thousands of applications the iPhone can run. Verizon recently responded with a “There’s a Map for That” ad campaign. Verizon’s commercials tell viewers that if they want to know why iPhones, which use AT&T, have inferior service, they can look at a map that shows AT&T’s limited coverage areas. Now AT&T is suing Verizon for misleading advertising. Pick an advertisement in the eEdition and write short paper evaluating it. Think about what message it’s trying to convey, how each visual and textual element conveys that message and whether or not it’s successful.

Learning Standard: Demonstrating how language usage is related to successful communication in different spoken, written and visual communication contexts, such as job interviews, public speeches, debates and advertising.

### 2 Local Customs

Last week, French anthropologist Claude Lévi-Strauss died. He was 100 years old. Anthropology is the study of people, including their culture, customs and traditions. Some anthropologists study how a group of people lived in the past, and some look at how people live now in different parts of the world. Using the eEdition and your own knowledge, write an objective anthropological report on your town or city, pretending you’re an outsider observing the locals’ customs. Think about how the locals interact with each other, what events they attend, what holidays they celebrate and what makes news in their society.

Learning Standard: Reading and writing fluently, speaking confidently, listening and interacting appropriately, viewing critically and representing creatively.

### 3 Impressions

On November 11, 1987, a painting by Vincent van Gogh was auctioned off for a record-breaking \$49 million. The buyer also had to pay the auction house a commission, making the total price almost \$54 million. The painting, called “Irises,” shows the garden of the mental hospital where Van Gogh was a patient. Van Gogh painted in the Impressionist style. Look up paintings by Van Gogh and other Impressionists in the library or on the Internet. Then make an Impressionist drawing, painting or collage based on an article in the eEdition today.

Learning Standards: Analyzing the style and characteristics of authors, actors and artists of classics and masterpieces to determine why these voices endure; representing creatively.

### 4 Big Bird & Co.

The “Sesame Street” TV show made its debut on PBS-TV on November 10, 1969. For 40 years the show has blended entertainment and education to teach kids academic and social skills. In groups, come up with a lesson that uses the eEdition to teach a basic skill to young children, such as adding numbers or identifying letters. Teach your lesson to the rest of the class.

Learning Standard: Communicating information accurately and effectively and demonstrating expressive abilities by creating oral, written and visual texts that enlighten and engage an audience.

### 5 Search & Learn More

An eEdition offers a variety of features that let you find information quickly and efficiently. And once you find something that interests you, eEditions let you learn more with search features. With the toolbars or Index, find the editorial page in today’s eEdition. Click on the editorial

cartoon to enlarge it. Study it to see what it is about and what point the cartoonist is making. Then use the Search or Advanced Search feature of the eEdition to see what stories appeared in the eEdition about this subject. Write a paragraph describing the issues that inspired the editorial cartoon. Write a second paragraph describing how having the features of the eEdition assist readers in gathering information.

Learning Standards: Locating information from electronic resources; describing the impact of technology use on individuals at home, at school and in the workplace.

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For Tomorrow