

Name \_\_\_\_\_

Date \_\_\_\_\_

**Interview your fellow classmates and find someone who fits into each of the following categories. For each person, jot down a few details about how he or she fits into one of the categories, then have the person sign the box for that category. Find a different person for each box in the table. Once all of the boxes are filled, return to your seat.**

## Find a Person Who...

|   |  |  |  |
|---|--|--|--|
| is an only child  |  | has a first or last name that is difficult to pronounce (list name)            |  |
| speaks more than one language (list other languages)        |  | moved here from another city, state, or country (list city, state, or country) |  |
| plays on a sports team                                      |  | has a birthday in September  |  |
| can curl or roll his or her tongue                          |  | loves milk chocolate   |  |
| knows what he or she wants to do for a career (list career) |  | can play a musical instrument  |  |
| has an unusual hobby (list hobby)                           |  | can multiply $6 \times 25$ in his or her head (list answer)                    |  |
| does not have pierced ears                                  |  | is wearing something green   |  |
| keeps a journal or diary                                    |  | can wiggle his or her ears   |  |
| has a favorite book (list title)                            |  | has an allergy (list allergy)  |  |

# Shakira Hits the Books

by Greta Anderson

After ending her 2007 tour, singing sensation Shakira took a break from performing to hit the books. She signed up for a class on the history of Western Civilization at the University of California, Los Angeles (UCLA).

She enrolled using her middle and last names, Isabel Mebarak. Her professor did not recognize her. To him, Shakira was just a student—a smart student. He did not know she was famous. Her classmates did not recognize her, either.

Shakira sat at the front of the class. After class, she talked to the teacher about the subject. She became very involved in the course.

You might think she was just trying to get a good grade. But that was not the case. She was only sitting in on the class. She was not getting credit for it. She wanted to learn because she enjoyed it.

Shakira has always loved school. She began recording music as a teen and was becoming a star. But she took a break from her

career to finish high school. After high school, she went back to recording music and became a pop star known around the world. Her concerts take her to many different countries. Shakira likes to study the history of each country. She also tries to learn its language.

Shakira grew up in Colombia and speaks Spanish. However, her father came from the Middle East. He introduced her to Middle Eastern culture. As a young girl, she once saw a belly dancer perform at a Middle Eastern restaurant. At home, she practiced what she had seen. Soon, she was performing for her friends. She became known as the “belly dancing girl.”

Now she is famous for “Hips Don’t Lie.” This song became a hit in 2006. In 2007 she recorded another hit, this one with Beyoncé Knowles. It is called “Beautiful Liar.” She has won two Grammy Awards for her work. She has also sold more than 60 million albums worldwide, making her the highest-selling Colombian artist of all time.

## Response Notes

## Comprehension Check

After reading the excerpt from *Maniac Magee*, answer the questions below. Circle the letter of the correct answer.

1. What is the main purpose of the introduction (in italics) to this passage?
  - A. It gives the reader prior knowledge needed to understand the story.
  - B. It tells the reader what Maniac teaches Grayson so the reader will save time.
  - C. It tells the main idea of the story to come.
  - D. It helps explain why Grayson and Maniac argue.
2. What is the main idea of this passage?
  - A. A boy teaches an old man how to read.
  - B. An old man and a boy are both homeless.
  - C. A boy teaches himself by reading books.
  - D. An old man gives a boy money to buy books.
3. Think back to the passage "Charm School." With which of the following statements would both Mary J. Blige and Maniac Magee most likely agree?
  - A. Reading will make you like math.
  - B. Reading *Their Eyes Were Watching God* changed my life.
  - C. Reading opens new worlds to people.
  - D. Reading is not that fun or interesting, but you need to do it.
4. What can you predict will happen next in this story?
  - A. Maniac will give his books away.
  - B. Grayson will tell Maniac he should go to school.
  - C. Maniac will give Grayson food and money.
  - D. Maniac will begin teaching Grayson how to read.
5. What does Maniac do with his mornings?
  - A. He goes to the school in his neighborhood.
  - B. He goes to the library to buy books.
  - C. He talks with the old man at the Y.
  - D. He plays baseball with the old man.



## Unit 2: Reading Media

You have been reading media since before you learned to read. Even before you could spell out brand names, you probably recognized images such as two golden arches, a tiger that loves a certain cereal, and elves that bake cookies. As you have grown up and changed, advertising and marketing have changed to keep up with your needs and your wants. Or maybe it's the other way around. Maybe you have changed as a result of trying to keep up with what's cool. Maybe, in fact, advertising changes us.

How aware are you of how advertising affects your life? And how can you become a better reader of the messages that advertising conveys?

In this unit, you will explore these and other questions by carefully examining a variety of media. You will also learn about the tactics that marketers use to persuade people to buy their products. Just as you ask questions about any other text you encounter, you will learn to ask questions about advertisements. By the end of this unit, you will have a deeper understanding of media, and you will have several new strategies you can use when reading any text.

**Section 1:** How aware are we of the effect advertising has on our lives?

**Section 2:** How do we “read” an advertisement? How is it like reading text, and how is it different? What tools do ads use to “tell a story”?

**Section 3:** How do advertisements work to change our attitudes and perceptions?

**Section 4:** How does becoming aware of advertising change the way it affects us?




Name of Reader \_\_\_\_\_

Date \_\_\_\_\_

Name of Rater \_\_\_\_\_

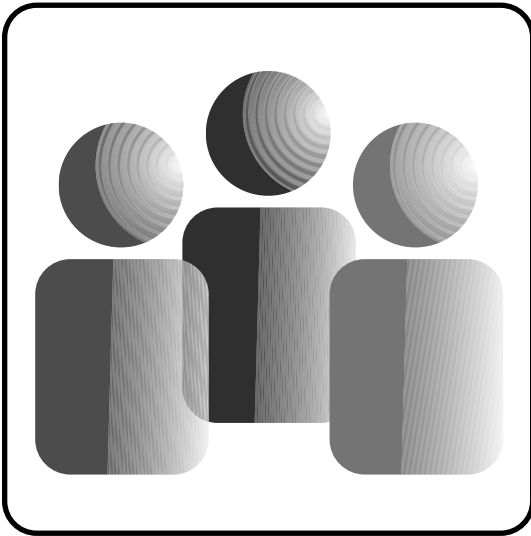
## Student Rating Scale: Volume

While your partner reads the assigned text, pay attention to his or her use of volume. Circle the box that best describes your partner's use of volume.

|               | STRONG   | IN-BETWEEN  | WEAK  |
|---------------|--|---|---|
| VOLUME        | <br>Voice adjusts volume to match the text's meaning. | <br>Voice can be heard but does not always change to match the text's meaning. | <br>Voice is not loud enough to be heard, or it cannot be heard clearly. |
| PACE          |  |   |   |
| INTONATION    |  |   |   |
| WORD GROUPING |  |   |   |

# MySpace, My Friends

by Ian Froeb



How many friends do you have? Most people find that this is a tough question. You might have two or three classmates, teammates, or neighbors whom you call your best friends. After that, though, counting your friends can become tricky. You talk to some classmates every day, but you never hang out with them outside of

school. Are they friends? What about those friends you haven't seen in five years? You email them now and then, but are they still your friends?

If you belong to a social-networking Web site like MySpace, you don't need to count how many friends you have. The Web site keeps track for you. On these sites, you often end up with dozens, hundreds, or even thousands of friends. You know some of these friends in the real world, and you have met some online. But several of these "friends" might actually be ads.

## A New Kind of Friend

What is an ad? A movie trailer is one kind of ad. A poster for your favorite artist's new album is another kind of ad. In fact, anything that promotes something else is an ad. For example, if you tell your friends how much you loved the movie you saw last weekend, that is also an ad. If you go even further and make that movie your MySpace friend, you are advertising to everyone who views your MySpace page.

Advertisers call this strategy "viral marketing." MySpace is a powerful tool for this strategy. More than 200 million people have a

*(continued)*

## Response Notes