

I know!

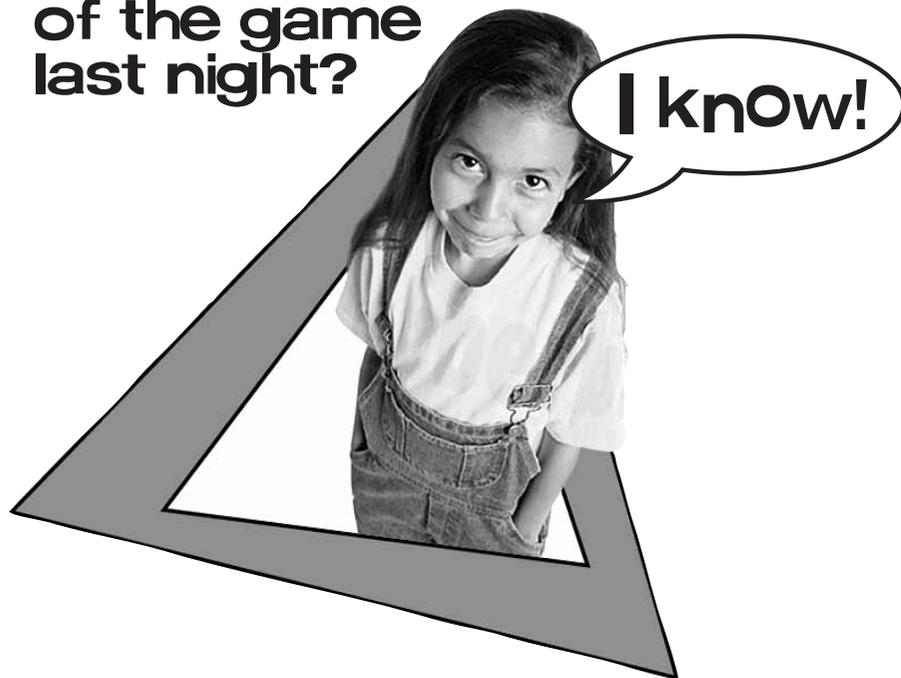
**I read it in
the newspaper!**

**A Guide to
Family Literacy**

HEY!

Who knows...

... the final score
of the game
last night?



It's fun having all the answers, isn't it?

It's also easy — when you read the newspaper every day.

Each edition is loaded with enough information to fill an entire book — information you can use to impress your friends!

Whether you're looking for answers to life's everyday questions or want to get a real-world view of things you're learning in class, the newspaper is the place to turn. It takes you to new places, introduces you to new people, and, yes, teaches you new things — the exciting, what's happening kind of things that really put you "in the know."

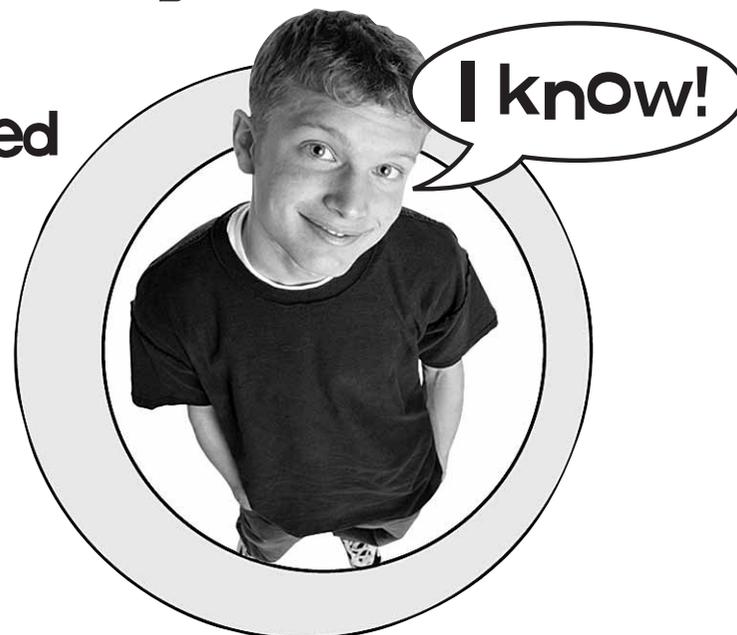
We don't want you to take our word for it, though. We want you to check it out for yourself — every day. We'll even show you how. Let's go through the newspaper from front to back and find out how to become a kid "in the know."

Then, the next time someone asks you, "Hey! Who knows what's going on?" you'll be able to tell them:



Does anyone know...

... if it's
supposed
to rain
Friday?

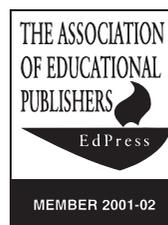


What about...

... the new
skateboard park?
Who knows
when it'll
be finished?



YOUR LOGO HERE



Writer: Terri Darr McLean
Educational Consultant: Kriss Johnson
Designer: Chip Holtzhauer
Photography: Rubberball Stock
Clip Art: Masterclips

I know!

I read it in
the newspaper!

Getting to know YOUR newspaper

Did you know that your newspaper has ears? It jumps, too! Amazing isn't it?

Actually, the ears and jumps refer to two important parts of a newspaper. The "ears" are the top two corners of the front page, sometimes used to call attention to a special story. And "jumps" are stories that are continued from one page to another.

There are many interesting parts of a newspaper, and the more you know about them, the more fun your newspaper-reading experience will be.

Take a look at some of the other parts of a newspaper and see if you can find examples of each:

- The **flag** (the newspaper's name)
- The **date** (the date the newspaper was published)
- A **headline** (the title of a story in large, bold type)
- An **article** (a newspaper story)
- A **byline** (a line at the beginning or end of a story that tells who wrote the story)

- A **dateline** (a line, usually at the beginning of a story, that tells where the story came from)
- A **photograph**
- A **cutline** (a line or lines underneath a photograph that explains what is happening in the photograph)

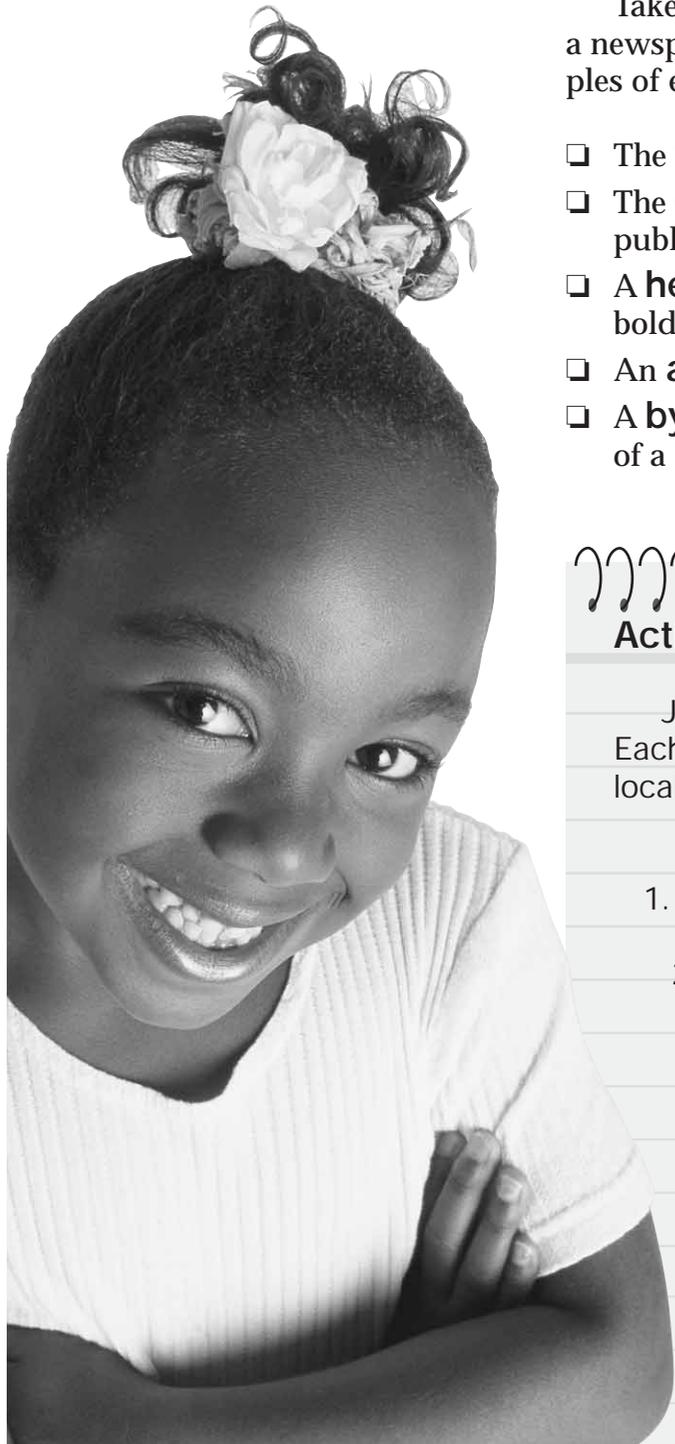
Go ahead: Find an **ear** and a **jump**, too!

- Cut out an example of each of the items listed above and make a "Parts of the Newspaper" collage.

Activity Workspace:

Just like a book is organized by chapters, a newspaper is organized by sections. Each section usually focuses primarily on one subject, such as sports, business, or local news.

1. How many labeled sections are in today's newspaper? _____
2. Where is each section label located? _____
3. Is each section titled? _____
4. Which section is the sports section? _____
5. Which has local news? _____
6. Do the pages in each section have page numbers? _____



The News



Every day, the newspaper is filled with ... you know ... **News!** That's why they call it a **NEWS**-paper. There's good news and bad news. Local news and world news. News of major importance and news about the everyday things in our lives. Whew! That's a lot of news. But it's a lot of what we **Need** to know and much of what we **Want** to know.

Let's take a closer look.

The news in your newspaper comes from all over the world. It can be grouped into four main categories:

Local news

News about the events and happenings in your neighborhood, city, or county.



State news

News about events or happenings in your state.



National news

News about events or happenings from other states and news involving the federal government.



World news

News about events or happenings in other countries.



- Look in the your newspaper to find an example of each of the four types of news. Cut out and label each example to share with the class.
- A lot of people talk about whether news is “good news” or “bad news.” Using the examples from the previous activity, categorize each according to whether you think it is good news or bad news. Be prepared to explain your thoughts.

What's up front?

The most important news of the day is located on the front page of the newspaper, where it's easy to find. Usually, it is a combination of local and state news, national news, and world news — whatever the newspaper's editors think is the most important news to the most people. The top story of the day is located “above the fold,” on the top half of the front page, with a large, bold-face headline.

Activity Workspace:

Have you ever heard of the Five W's: Who? What? When? Where? and Why? When it comes to the news, these are five important questions that are asked — and answered — so you and other readers can truly know what's going on.

1. Find a story in today's newspaper that you are interested in reading. Write the headline here:

2. Now, search the story for the Five W's. Summarize your findings:

A. **Who** was involved? _____

B. **What** happened? _____

C. **When** did it occur? _____

D. **Where** did it happen? _____

E. **Why** did things turn out like they did? _____

I know!

I read it in
the newspaper!

Features

You know that the newspaper is your source for news. But **did you know** that it's also a source of entertainment?

That's right! One of the newspaper's jobs — along with keeping you informed — is to **entertain** you. It does that through such reader favorites as the comics, crossword puzzles, and much, much more.

For something to be entertaining, it must be interesting. You might think watching the latest movie or listening to your favorite CD is entertainment. But what about reading? And, more important, what about reading the newspaper? Once you realize all that the newspaper has to offer, you'll consider it a source of entertainment, too.

Here are just a few of the fun features in newspapers — stories, columns, and other items that amuse, bring pleasure, and otherwise entertain readers. Over several days, see if you can find an example of each of these features. Share your findings with the class.

- The **comics**
 - The **horoscope**
 - A **humor** column
 - A column just for **kids**
 - A **movie** review
 - A **feature** article about an interesting person
 - advice** columns
 - A **celebrity** profile
 - A **fashion** article
 - A **crossword** puzzle
 - A **"how-to"** article
- Which of the above features do you find most interesting? Clip headlines, pictures, and other parts and pieces from the newspaper to create a "That's Entertainment!" collage.



Activity Workspace:

The stories that keep you informed and up-to-date are the straight news stories — the ones that give you the Five W's and other basic details about what's happening in the world.

The stories that entertain you are the feature stories. They are also factual but are more like carefully woven tales with descriptive words and phrases that draw you into the story. In other words, feature stories have emotional appeal. A feature story might make you laugh or cry. It might make you angry or make you happy.

With your teacher's help, find a feature story in your newspaper. Then complete the following activities:

1. Make a list of descriptive words and phrases used in the story:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

2. How did those words make you "feel?"

3. Would the story be interesting if it did not have those descriptive words and phrases? Explain your thoughts:

I know!

I read it in
the newspaper!

Advertising

Looking for the best buy on the **latest CDs**? Check out the newspaper!
Maybe you need a little help finding a **birthday present** for your best friend. Check out the newspaper!

Want to unload that old **bicycle** of yours? Check out the newspaper!

You can do all this and more thanks to advertising — messages placed in the newspaper by businesses and individuals that are designed to sell a product, a service, or an idea.



There are three types of advertising in your newspaper:

Display Ads

Graphic ads spread throughout the newspaper, they can be as large as two full pages or small enough to carry only a business' name and telephone number.

Classified Ads

Found in their own separate section, they are ads placed by individuals who want to sell cars, appliances, and other personal items. Real estate firms, car dealers, and businesses looking for workers also place ads in the Classifieds.

Inserts

Stand-alone sections that might be several pages long, they are usually devoted to a single business' products or services.

Find an example of each of the three main types of newspaper advertising in your newspaper. Share your examples with the class.

- Display advertisements are designed to appeal to a specific group of people, such as kids, teenagers, adult women, etc. The group the ad is aimed at is called the target audience. Working with a partner or in small groups, collect at least five display ads and identify the target audience for each.

Activity Workspace:

Let's go shopping through your newspaper with the following activities:

1. Pretend that you've been given \$1,000 to spend on anything you want. Look for items advertised in the newspaper. What would you buy?
2. Now, pretend that you need a birthday present for a friend. Find an item you could buy for less than \$50 and one that you could buy for more than \$50. List the items and their costs below.
3. Look in your newspaper for an item advertised new in the display ads and for the same or similar item advertised in the Classifieds. What is the cost difference? What conclusions can you draw?

Newspaper Scavenger Hunt

Now that you've gotten a basic introduction to the your newspaper and newspapers in general, let's see how much you've learned. Find and clip as many of these newspaper items as possible in the time allotted by your teacher:

- | | | |
|--|---|---|
| <input type="checkbox"/> A dateline from another U.S. city | <input type="checkbox"/> The newspaper's masthead | <input type="checkbox"/> A classified ad for a used car |
| <input type="checkbox"/> A crossword puzzle | <input type="checkbox"/> Your horoscope | <input type="checkbox"/> A movie you would like to see |
| <input type="checkbox"/> A grocery item advertised for less than \$5 | <input type="checkbox"/> A byline | <input type="checkbox"/> A letter to the editor |
| <input type="checkbox"/> The day's top news article | <input type="checkbox"/> A headline for a local article | <input type="checkbox"/> Today's weather forecast |
| <input type="checkbox"/> The score for a professional sporting event | <input type="checkbox"/> A happy comic strip character | <input type="checkbox"/> The newspaper's nameplate |
| <input type="checkbox"/> A news story with the Five W's underlined | <input type="checkbox"/> A lost-and-found ad from Classifieds | <input type="checkbox"/> A display ad for something you would like to have |
| <input type="checkbox"/> A feature article about an interesting person | <input type="checkbox"/> A photograph of a television or movie star | <input type="checkbox"/> A cutline with more than 25 words |
| <input type="checkbox"/> A sports article about an athlete you admire | <input type="checkbox"/> The index for today's paper | <input type="checkbox"/> A display ad for an event you would like to attend |
| <input type="checkbox"/> A comic strip with an animal in it | <input type="checkbox"/> A word of advice from the advice columnist | <input type="checkbox"/> A television show you would like to watch tonight |
| <input type="checkbox"/> A dateline from a city in another country | | |

Newspaper Vocabulary

Advertising — Messages printed in newspaper space paid for by the advertiser.

Article — A newspaper story.

Assignment — A story that a reporter has been assigned to cover.

Banner — A headline in large letters running across the entire width of the front page.

Beat — A reporter's regular routine for covering news sources.

Bold Face — Heavy or dark type.

Byline — The line at the beginning or end of an article that tells who wrote the article.

Carrier — A person who delivers the newspaper to subscribers.

Circulation — The total number of copies of the newspaper distributed in a single day.

Classified Advertising — Advertising space usually purchased in small amounts by individuals and published, by categories, in its own section of the newspaper.

Column — The arrangement of horizontal lines of type in a news article; also, an article regularly written by a particular writer, or columnist.

Copy — All written material prepared for print.

Cover — To gather information and get facts for an article.

Cutline — The copy that accompanies and gives information about an illustration.

Dateline — The line, usually at the beginning of an article, that tells where the article came from.

Deadline — A time at which all

copy for a newspaper edition must be submitted.

Display Advertising — Large, frequently illustrated advertisements usually purchased by retail stores, manufacturers, and service companies; advertising other than classified ads.

Ear — Either corner at the top of the front page, sometimes used to call attention to a special article.

Editor — A person who directs the editorial policies; or a person who decides which news will go in the paper and where it will appear (managing editor); or a person who revises, corrects, prepares, or writes for publication (news editor); or a person who directs the operation of a department (sports editor, business editor).

Editorial — An article expressing the opinion of the newspaper regarding a certain subject.

Feature — An article that might not have news value but is of interest to readers.

Filler — A story with little news value, used to fill space.

First Amendment — The first article of the Bill of Rights, granting freedom of religion, speech, press, assembly, and petition.

Five W's — Who, what, when, where, and why. The elements usually included in the first paragraphs of a straight news story.

Flag — The newspaper's name and logo on the front page.

Follow-up — An article that adds more information to an article already printed.

Hard news — Factual news stories without the writer's opinion.

Headline — The title of a newspaper article, also called "head."

Kicker — A short headline, in smaller type, above the main headline of an article.

Lead — The first paragraph(s) of an article; a tip about a potential story.

Libel — Publication of material unfairly harmful to someone's reputation.

Logotype (logo) — A design bearing the name or trademark of a company or business.

Makeup — The design or arrangement of a newspaper page.

Nameplate — The newspaper's name on the front page.

Masthead — The formal statement of a paper's name, officers, point of publication, and other information, usually found on the editorial page.

Obituary (obit) — A biography of a deceased person printed in the newspaper shortly after the death is announced.

Pagination — The computerized process by which a newspaper is laid out.

Publisher — The chief executive of a newspaper.

Source — The supplier of information.



I know!
I read it in
the newspaper!