

“Ad” This Up – Using holidays ads to teach reading & math

Teachers strongly encourage the use of “environmental print” in children’s educational experiences; that is, using real-world communication as a technique to teach language. Newspapers, cereal boxes, magazines, and road signs are all examples of environmental print.

During the Christmas season we are inundated with environmental print *advertising*! If your KHUSA student is like most kids, they are probably pretty interested in the items advertised in sale fliers and catalogs. This week, take a stack of fliers or a few magazines to your mentoring session and use it as a fun teaching tool!



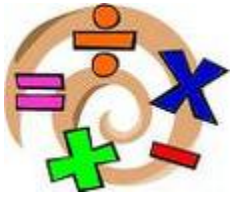
READING ACTIVITIES

FOR YOUNGER STUDENTS

- With a highlighter, identify as many sight words as they can on a page of print. If there is time and benefit, cut out these words and paste them on a separate piece of paper, and marvel at the number of words your student recognizes!
- Practice phonics with unfamiliar words. Look at the beginning and ending letters, and use the pictures as clues as to what the word might be.
- Practice spelling challenging (but not impossible!) words. For fun, have a cool whip container lid and a crayon and have them practice spelling the word until they get it right three times in a row.
- Read a description of an item to your student, and ask them to guess what it is you are describing.

FOR OLDER STUDENTS

- Have a spelling challenge. Each of you chooses 3-5 words you think the other cannot spell, and have a spell-off. Mentors have a great opportunity to challenge their students with well-chosen words that are difficult but not impossible, and students are motivated with the prospect of stumping their mentor!
- Practice dramatic reading as if the student was the product salesperson. Fluency is a pre-requisite of good sales, so practice reading an item description for *accuracy* first, then *fluency* and *speed*. If the student can master two or three product descriptions to read to their mentor, the mentor can be the ‘judge’ and pick an item to purchase based on the sales job of the student.
- Choose a list of 10 unfamiliar words in the catalog or flier and have the student copy them onto another sheet of paper. Challenge them to learn these words for next week, and give them a small reward next week if they master them (consider non-material rewards like a special book, an extra game time, or some other fun activity you can do together).
- Instruct your student to cut out pictures of items they would like for Christmas, and challenge them to write descriptions of these products that would entice someone to buy it for them.



MATH ACTIVITIES

FOR YOUNGER STUDENTS:

- For very young students, work on pronouncing prices correctly.
- Show students what prices look like in actual dollars and cents using toy money. If students are able, count out money to equal an item's price.
- Show students, using fake money, how different coins and bills relate to each other; i.e. 5 pennies = a nickel, 10 pennies = a dime and 2 nickels = a dime, etc.
- Play a 'more or less' game, using items your student chooses from the advertisement. Have your student pick 2 random items in the ad, and have them guess which one they think costs more. Together, look at the prices and see if they can determine, based on the numbers, which one costs more. Take the one that costs and more and compare it with another item on the same page, and repeat as many times as you want or need to.

FOR OLDER STUDENTS:

- Give the student \$10 (or \$20, or whatever) and tell them to "go shopping" in the sale flier or catalog. What does that amount of money translate into as far as purchasing power?
- Have the student make exact change using fake or real money/coins to match the purchase price of items in the sale flier. As an extension, give them a fictional amount of money to spend and have them 'purchase' an item from the flier, and then figure out how much change they would be getting back if they paid with the money you gave them.
- Have the student look at a page or section and write down the prices of everything they would like to put on their Christmas list. Add it up, either by hand or by a calculator!
- If students are able to multiply, explain the concept of a sale and what "% off" means and looks like. Have them calculate their savings on a particular item if it was, say, 20% off by multiplying the item's price by .20, and subtracting that number from the purchase price. Extending this lesson to teach stretching dollars by shopping sales can easily be accomplished by showing them what \$50 covers on non-sale items, and on discounted items.