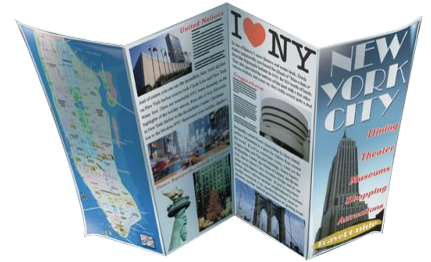


Jungle Jive

Lesson #4



Age:
4th Grade

Objective:

- Students understand that their word choices can shape reactions, perception, and beliefs.
- Students will recognize that a variety of messages can be conveyed through mass media.

Materials:

Jungle Jive by Julie Woik

8 ½ x 11 White Paper

Magazines/Construction Paper/Colors/Colored Pencils/Markers

A collection of brochures for examples

Optional - Send home letter to parents regarding this lesson.

See attached *Letter for Parents*

Activity:

Gather the children and read Jungle Jive. After the reading, show the sample brochures and explain the purpose companies use brochures to sell their products. Give everyone an 8 ½ x 11 piece of paper, and have them fold it in half. There are four areas to decorate and write information. Their brochure should provide information and images to help customers understand why they'd want to buy the Jungle Jive book.

Note: Email Julie (julie@lillythelash.com) to get the address to send all of the brochures. She'll choose a winner and send back a signed certificate for the best brochure!!

Assessment:

Students will use their knowledge of the text, concept of the book, and their personal opinions to create and arrange information to be used for mass media.