Everyday Literacy

THIS PROGRAM HELPS ADDRESS

INFORMATIONAL TEXT

DISCONTINOUS TEXT

REAL WORLD VOCABULARY

SCIENCE & SOCIAL STUDIES

MOTIVATION & ENGAGEMENT

Common Core State Standards Aligned

Dear Educator,

We all know that disinterested students are less successful students. That's one of the reasons why we developed **Everyday Literacy**: to engage students with relevant texts they experience in real life. Texts like maps, menus, directions, even advertisements.

Everyday Literacy is the game-changing new program that promises to take reading from the theoretical to the practical. Developed by renowned educators Dr. Irene Fountas and Dr. Gay Su Pinnell, Everyday Literacy helps K-6 students interact with different text types — including **Expository, Persuasive and Procedural texts** — in ways that are tangible and meaningful.

Perfect for whole-class instruction, each **Everyday Literacy** grade-level set comes with a comprehensive collection of real-world, age-appropriate texts and teaching resources. Everyday Literacy will help you bring real-world text into the classroom, and real success to your readers.

Sincerely,

Jessica Cole
Senior Director, Scholastic Inc.

Why does informational text matter?

> **"Information is the currency of Democracy."**
> ~Thomas Jefferson

Research shows the importance of exposing students to a wide variety of **Informational Text** and its direct connection to student's future success. Students are successful when they understand that texts serve a wide range of "functional" purposes and we help them navigate the everyday literacy practices that will ease their travel into the world beyond the classroom.

4 reasons why everyday text matters in the classroom

1. Real-life reading takes so many forms, from menus to maps to manuals and so much more.

2. Research shows that access to different texts influences comprehension skills.

3. Common Core Standards call for more informational text than ever before.

4. Many students actually prefer informational text.

About the Authors

Dr. Irene Fountas is a literacy expert and has many years of classroom experience in the U.S. and abroad. She co-authored the Scholastic Guided Reading Content Areas, Fiction and Text Types Programs. She is a professor at Lesley University in Cambridge, Massachusetts, where she is also the director of the Center for Reading Recovery and Literacy Collaborative, which offers Professional Development around the world.

Dr. Gay Su Pinnell is one of America's leading authorities on literacy. She created Scholastic's Guided Reading Nonfiction program, and co-authored the Guided Reading Content Areas, Fiction and Text Types Programs. She is a Professor in the School of Teaching and Learning of Ohio State University College of Education. Dr. Pinnell has received the Ohio Governor's Award for service to education and numerous other honors.
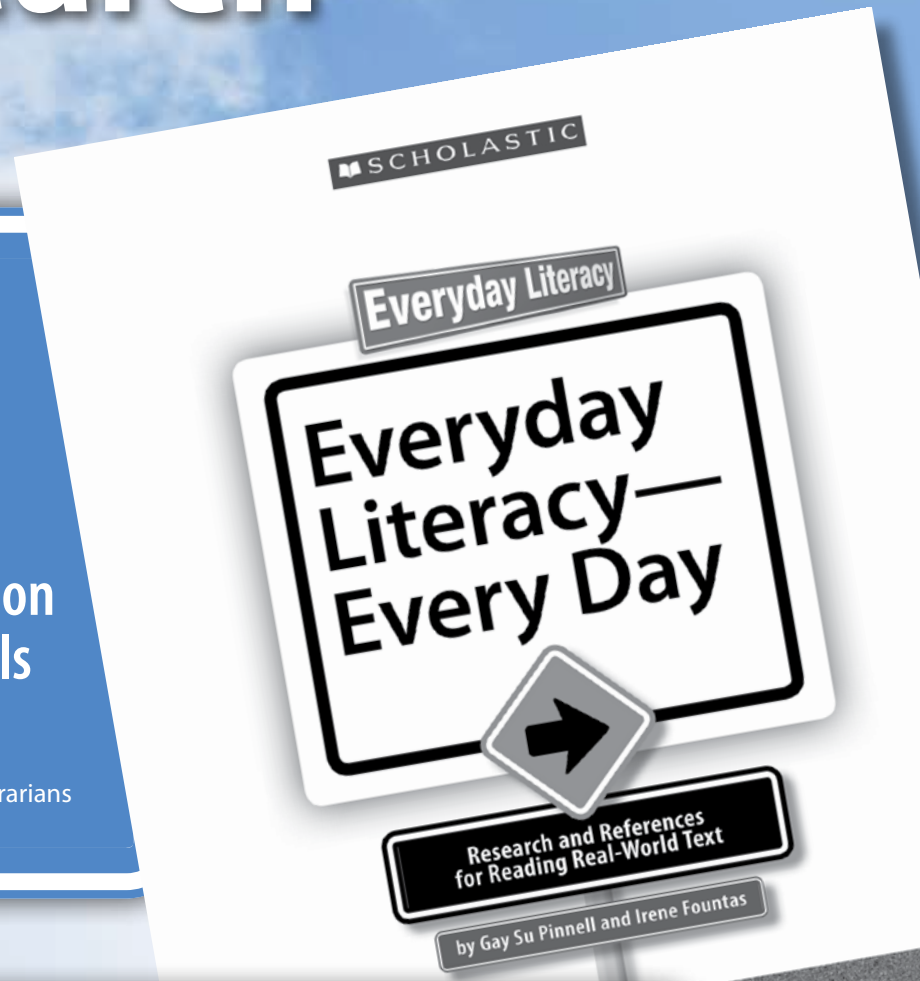
The Research

Multiple literacies, including digital, visual, textual, and technological, have now joined information literacy as crucial skills for this century.

~ American Association of School Librarians

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Everyday Literacy

Everyday Literacy— Every Day

Research and References for Reading Real-World Text

by Gay Su Pinnell and Irene Fountas

There may be no better, more efficient way to build world knowledge and an extensive vocabulary than processing lots and lots of informational text. Since informational text is written to convey key facts about the natural and social world and often contains a highly specialized vocabulary, it provides a jump start to building both a robust vocabulary and wide-ranging conceptual knowledge for even very young children.

~ Duke & Carlisle, 2011

Informational Text:
What Is It and How Does It Work?

Before we can figure out how to help our students crack open and navigate informat...
we need to determine what informational text is, how it differs from narrative or poet...
why all students, K–8, need a helping hand as they learn to read and use it.

First, what is informational or factual text? While it fits within the broader category of n...
Its primary purpose is to *convey information.* Nell Duke, a researcher who studies childre...
developing informational literacy, defines informational text as

text written with the primary purpose of conveying information about the natural
and social world (typically from someone presumed to be more knowledgeable on
the subject to someone presumed to be less so) and having particular text features
to accomplish this purpose (2003, p. 14).

...ally, informational text is often *discontinuous* in nature; that is, unlike sentences and
...s inside a narrative text, it may stand alone—not part of a rich semantic network of
...sentences. And this discontinuity may well alter the ways in which comprehensio...
...guists Bestgen and Vonk (1999) explain: "Understanding a text is generally seen as
...tal process in which new sentences are integrated with the preceding sentences ...
...herent mental representation of the text content." In other words, the reader of
...follows the "default principle of comprehension, called the *nextness principle* ...
...f continuity: 'Readers assume, by default, that continuity is maintained'" (p. 74).

...f caption, on the other hand, is discontinuous text and, at some point, children
...read must figure out how this text operates differently from the connected
...ly encounter in picture books. Often discontinuous text is embedded in a
...may feature an array of graphics with varying colors, fonts, and illustrations,
...e reader with meaning.

...Leveling?

...ands on readers in terms of how they are written, illustrated, or
...as, 2009)—and the successful reader is the one who figures out
...mands—discontinuous text defies the logic of leveling. The gradient
...wenty-six point (A-Z) text rating scale of difficulty that helps teachers consider
...ge of textual supports and challenges as they work to match books to readers, sim-
...doesn't apply, apparent as we consider these examples of text:

...Maps
...chedules
...enus
...chures
...alogs
...ertisements
...s and posters

• Web pages
• Tax returns
• Directions
• Games and instructions
• Programming guides
• Almanacs, guide books
• Recipes

...eracy—Every Day

A Sea of Information

We've got text—in abundance—and much of it is informational in nature. As UC Berkeley researchers Peter Lyman and Hal Varian, both with the School of Information of Management and Systems, observe: "It is clear that we are all drowning in a sea of information. The challenge is to learn to swim in that sea rather than drown in it. Better understanding and better tools are desperately needed if we are to take full advantage of the ever-increasing supply of information … "

Consider these statistics:

- Information is exploding exponentially. According to the International Data Corporation (IDC), by 2011 the digital universe will be ten times the size it was in 2006, and the amount of new technical information is doubling every 72 hours (Darling-Hammond, 2010).

- 84% of parents say their child must handle far more information than they had to as a child (Scholastic Kids & Family Reading Report, 2010).

- Most of the reading we do now involves highly visual digital texts read nonlinearly and selectively (Greenhow, Robelia, & Hughes, 2009); 96% of websites contain nonfiction informational text (Kamil & Lane, 1998).

- Ten years ago, Web usage was focused on an academic information exchange; today, the most popular sites are dynamic, interactive, and cover multiple areas, such as e-commerce, entertainment and communication (Weinreich, etal., 2008).

- "The amount of information that we can transmit over optical fibers doubles every nine months; all the books ever written can be transmitted over an optical fiber the width of a human hair in just a couple of seconds" (Paschotta, 2008 as reported in Trilling & Fadel, 2009).

Proc

Expository Texts

Restaurant menus teach students how to order foods and beverages, along with magazine articles, fact books, and guidebooks that help students understand how to read organized, expository texts.

1. FACT BOOKS
2. GUIDEBOOKS
3. MAGAZINE ARTICLES
4. MENUS
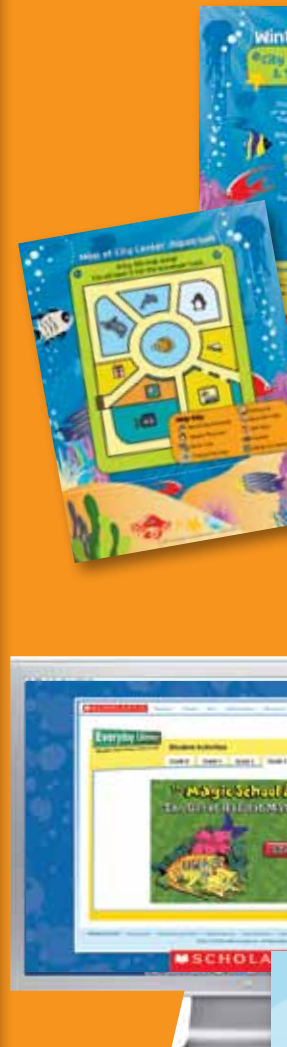
Real-World Texts

...edural Texts

Invitations, charts and game directions provide an opportunity for students to navigate through procedural texts.

5. INVITATIONS & BROCHURE
6. CHARTS
7. INTERNET GAMES
8. GAMES & DIRECTIONS

Persuasive Texts

Ads, brochures and catalogs are excellent tools for teaching students how to recognize and respond to persuasive language.

9. ADS
10. CATALOGS

Everyday Literacy

Because there's always a reason to read.

Each Grade-Level Set includes:

- 10 different "Real-World" texts (25 Copies of each*)

- 10 teaching cards

- 1 professional guide

- Interactive Whiteboard CD-ROM

- Storage bins

Everyday Literacy 'real world' student materials are not consumables. Most items are printed on Tyvek® which is:

- Lightweight and exceptionally durable

- Rip, tear and puncture-resistant

- Water and moisture resistant

- 100% Recyclable

Friends & Neighbors

fact book	My World: A First Picture Dictionary
guidebook	A Guide to Dogs
magazine article	Meet the Safety Helpers
menu	Mother Goose Restaurant
invitation/brochure	Jake's Spaceship Birthday Party
chart	How to Make a Bird Feeder / What Birds Do You See?
internet game	Emily Elizabeth Goes to School
game & directions	Community Helpers Lotto
ad	Children's Discovery Museum
catalog	C.J. Toy Street

Growing & Changing

Water World

fact book	My First Fact Book of Living Things
guidebook	Fly! Crawl! Hop! A Guide to Insects
magazine article	A Joey Grows Up
menu	Plant-astic Café
invitation/brochure	Botanic Gardens and Treasure Hunt
chart	Get Up and Go! /Go!Go! Go!
internet game	Root Race
game & directions	Animal Match
ad	Pet Robots
catalog	The DVD Store

fact book	Water World A Fantastic Fact Book!
guidebook	Clouds: A Guide for Weather Watchers
magazine article	Just Add Water
menu	Water World Snack Bar
invitation/brochure	City Center Aquarium and Scavenger Hunt
chart	Let's Make Some Rain/ The States of Water
internet game	Somethin' Fishy
game & directions	To the Pond
ad	Northern Whale Watch Tours
catalog	Weather Wear

For more information or to place an order call 1-800-387-1437

Habitats

Animal Planet

fact book	Habitats Fast Facts
guidebook	Guide to Plants and Animals of the Sonoran Desert
magazine article	Delicate Balance
menu	Red Parrot Café
invitation/brochure	Discover Arctic Canada
chart	How to Make a Terrarium / Terrarium Plants and Animals
internet game	The Great Habitat Match-Up
game & directions	Habitats Guess-the-Word
ad	The Save a Tree Foundation
catalog	Habitats Adventure Gear

fact book	Amazing Animal Facts
guidebook	Guide to Owls of North America
magazine article	Wonders of the Sea
menu	Harry's Herbivore Delight
invitation/brochure	Kalahari Dreams
chart	How to Make a Photo Journal / Kinds of Photo Journals
internet game	Soar with Bats
game & directions	Animal Trivia
ad	Namaste Elephant Reserve
catalog	Welcome to the Cryptids Club

Field Trip USA

fact book	Fast Facts About the 50 States
guidebook	Extreme Sites: A Guidebook
magazine article	Building History
menu	Sally's U.S.A. Kitchen
invitation/brochure	Hike the Appalachian Trail
chart	How to Plan a Trip / Planning for Adventure
internet game	Puzzled States
game & directions	Great Landmarks Race
ad	Visit Yellowstone National Park
catalog	American Treasures

World Wide GPS

fact book	Scholastic Almanac 2011 Facts & Stats
guidebook	What on Earth? A Guide to Extreme Sites
magazine article	Paris Goes Green
menu	Around the World Café
invitation/brochure	Discover Genghis Khan's Mongolia
chart	How to Travel the World/ Plan Your Trip to China
internet game	Mapman Game
game & directions	Tour the World
ad	Time Zones of the World Watch
catalog	Smart Spy Catalog

For more information or to place an order call 1-800-387-1437

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Instructional Resources

Interactive White Board

Each grade-level set of Everyday Literacy includes an Interactive Whiteboard CD-ROM that is meant for both whole class instruction and for students to work individually or in groups. Each lesson on the Interactive Whiteboard CD-ROM is directly aligned to the Teaching Cards, making up a total of 10 lessons for each grade level. Also, each lesson is divided into 3 sections: instruction, review, and activity.

Instruction

Review

Ad

- Let's Look at Ads
- Let's Build an Ad
- Make Your Own Ad

Activity

Grade 1 sample shown

Everyday Literacy Text Type Description

Vocabulary and Text Type Features to Notice

My Toy Bear Ad

My Friend Bear
Baby Bear
Talking Bear

...t for your bear!

...n tell stories!

...e a best friend!

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Apply the Learning

Make Your Own Ad
If you are using the CD-ROM, click on Make Your Own Ad.
- Have children work independently, with partners, or in small groups.
- Have children follow the directions to create their own ad for a talking bear.
- Invite children to share their completed ads with classmates. Ask children to tell why they made the choices they did and why their ad is a good ad.

My Toy Bear Ad
If you are not using the CD-ROM, distribute copies of My Toy Bear Ad, the Copy Master on page 4.
- Invite children to make an ad for a talking bear.
- Talk about the three parts of this ad including the picture of the bear, the name of the bear, and two reasons to buy the bear.
- Give directions for cutting and pasting parts of the ad onto a paper to create the ad.
- Have children share their completed ads.
Note: This activity may be used as an Extension Activity for those using the CD-ROM.

Extension Activities

Writing Activity: Pet for Sale
Ask children how the Pet Robots ad might be the same or different if it were an ad for a real pet. Have children create an ad to get people to buy a real cat or dog at a pet shop. Make sure children include a picture and write the name of the pet shop at the top of the paper. Ask children to share their pictures with the class and tell reasons why someone should buy this pet.

Information Literacy: Look for Ads
Assign children to small groups and challenge them to be ad detectives. Have each group develop a list of all the places they have seen or heard ads. They may be surprised to find ads on things such as T-shirts, pens, and tote bags. Have each group present their list to the class. Keep a master list on the board.

Cooperative Learning: Attention, Please
Have children work in small groups. Give each group a children's magazine. Ask each member of the group to choose two ads that grab their attention. Have children present their ads to the group and have the group choose which of the two they think is the better ad. Ask the group to share the ads that were chosen with the class and explain why they think they are good ads.

Career Connection: Artists
There are many jobs involved in making a good ad. Artists play a very important role. Remind children of the images they have seen in ads. Talk about what things an artist might do to create an ad. To guide the discussion, bring to children's attention the use of colors, the size and shape of letters, and how things are placed on the page.

Teaching Cards

Each set of Everyday Literacy includes 10 teaching cards per grade level that focus on vocabulary, text types features to notice, as well as discussion topics to deepen inquiry and comprehension, and much, much more.

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Aligns to Standards

Everyday Literacy aligns to NAEP's Informational Text matrices for the following:

- **Exposition** – presenting information, providing explanations and definitions, and comparing and contrasting

- **Procedural Texts and Documents** – conveying information in the form of directions for accomplishing a task. Composed of discrete steps to be performed in a sequence. How-to graphical representations: tables, application forms, lists, pie graphs, maps, etc.

- **Argumentation and Persuasive** – seeking to influence through appeals that direct readers to specific goals or try to win them to specific beliefs; editorials, advertisements, brochures, etc.

Everyday Literacy and Common Core State Standards focus on:

Reading Standards for Literature
- Key Ideas & Details
- Craft & Structure
- Integration of Knowledge & Ideas
- Range of Reading & Complexity
- Reading Standards for Informational Text
- Key Ideas & Details
- Craft & Structure
- Integration of Knowledge & Ideas
- Range of Reading & Complexity

Reading Standards Foundational Skills
- Print Concepts
- Phonological Awareness
- Phonics & Word Recognition
- Fluency
- Writing Standards
- Types of Text & Purpose
- Production & Distribution of Writing
- Research to Build & Present Knowledge
- Range of Writing

Speaking & Listening Standards
- Comprehension & Collaboration
- Presentation of Knowledge & Ideas
- Language Standards
- Conventions of Standard English
- Knowledge of Language (begins in Grade 2)
- Vocabulary Acquisition & Use

Everyday Literacy

Because there's always a reason to read.

When students connect the dots to everyday life, their interest increases, and so does their reading success.

Contact Your Sales Rep!

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