

UNIT STRUCTURE

Reads short texts outside the textbook

CLASS – IV

Unit Overview	Rationale	Unit Outcomes				Methodology Support						Additional Reading	
		Learning Outcomes	Learning Gaps to be addressed	Related Lessons	Unit Objectives	Introduction	Case Study 1	Activity 1	Case Study 2	Activity 2	Summary		Suggested Questions
Read short texts outside Text Books Inability to Read		L.O. 4:06 Reads title of books, posters, pamphlets and advertisements.	Reading with comprehension (short texts outside the text book)	Unit-8, 9 and 10	In this unit you will read ways of helping learners to- *read posters with comprehension *read advertisements with understanding	Practice reading of print in immediate surroundings	Reading posters with comprehension	Use of posters	Reading advertisements	Understanding advertisements	Reading skill acquired through short texts in the form of posters and advertisements	Explore the units 8, 9 and 10 to make posters	readingadvertisement">https://www.tolerance.org>readingadvertisement https://www.teachersofindia.org/en https://www.tess-india.edu.in

Overview

This block discusses strategies and activities that you can use in the classroom to motivate students to read short texts such as posters and advertisements. The case studies and activities provided here will help you to develop your students' reading comprehension skill in the classroom and outside. This will also enhance their interest in reading materials outside the textbooks.

Rationale

In the second set of OERs, you were introduced to creating a print rich environment in the class room corresponding to the specific LOs. In this unit we will help you to take forward the next units of the Academic Calendar 2018 through more exposure to reading short texts in the form of posters and advertisements in order to help students to read beyond the text book.

Introduction

Practice makes a better reader. Students become aware of print through the regular visuals that are available to them in their surroundings. They see English in the form of signboards, hoardings, advertisements, pamphlets etc. These can be used as a good resource to encourage and motivate students to read with understanding.

Posters and advertisements are readily available every where and hence become a regular

part of our daily life.

Reading well increases the ability to learn a language, particularly a new language. Hence students may be motivated to read posters / advertisements with comprehension.

Case Study 1 : Reading posters with comprehension

Ms. Meena Kakoty is a primary school teacher in Rangia town. She teaches in Class IV and likes to encourage her students to read the posters that she makes.

Here is what she has to say:

My students have difficulty in reading English texts particularly when such texts are not their textbooks. I therefore, decided to make posters and hang them on the classroom wall. The posters were designed in such a manner that they related to the students' immediate surroundings. They also contained a relevant message. One such poster is given in Fig 1.



Fig 1

Having put up the poster, I could see the curiosity in the students' eyes. They were ready to answer any question related to the poster after they were asked to read it. Their answers clearly indicated that some of them could read well and relate to the sentences written on it. Some of them could not do so. When the picture was discussed, students could read the words and sentences easily and also comprehend their meaning.

Reading different posters became an enjoyable activity. Repeated practice of words and sentences on the different posters provided reading exposure. The students found the posters interesting and started making their own.

This motivated students to read longer texts with comprehension.

Let's stop and think

- ★ Do you think Meena's way of making posters is possible in your classroom?
- ★ If you have words displayed along with your poster, do you think that the pictures are a good clue that can help students read the words/sentences with understanding?

Activity1 : Use of Posters

Select a very easy topic and prepare a poster related to it. Put up the poster on the classroom wall. The poster should be fixed at the eye level of the students. Divide the class into groups and each group different questions about the picture. Your questions should be planned in such a way that give a cue to understanding the poster. Students' understanding of the picture will help them to read the

words/sentences beside it with comprehension.

Let's stop and think

- ★ Do you think that picture reading prior to reading sentences helps reading comprehension?
- ★ How did your learners react to your poster?
- ★ Was your poster effective enough to help learners in reading with comprehension?

Case Study 2 : Reading Advertisements

Farid is an English teacher in an L.P. School in Uparhaali (Kamrup). He uses advertisements to teach his students to read. Let's read about his experience:

Students in my class see a lot of advertisements in newspapers on television or in front of shops. I took the help of advertisements to help students to learn reading with comprehension. Fig 2 is an advertisement of a particular shop.



Fig. 2

After showing the above advertisement to my students, I asked them a few questions in order to help their comprehension.

- ★ What is the name of the shop?
- ★ What is the address of the shop?
- ★ What is the phone number?
- ★ What product is sold there?
- ★ What is the percentage of discount on the sale?
- ★ During which festival is the sale available?

In this manner, I enhanced the understanding of my students on advertisements

Activity 2 : Understanding Advertisements

As students in your class have learnt something about advertisement, you can ask each one of them to collect advertisements from magazines or newspapers. Give them about a week to search and find one of their choice. When your students bring their advertisement, make them to read it aloud one by one. Then ask the class to read all the advertisements brought by their classmates and say which one

they liked the most. In this way you can help them practise their skills of reading non textbook material in English.

Let's stop and think

- ★ Did all your students collect advertisements?
- ★ Which of the adverts do you think interested them most?
- ★ Were they able to read and understand them?
- ★ Could they comprehend the meaning of the advertisements which others brought?

Unit Summary :

This unit has focused on the importance of developing reading skills through short texts in the form of posters and advertisements. As students learn to be critical readers and thinkers, it is important that they learn how to read and respond to every day media.

Poster

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Posters include both textual and graphic elements, although a poster may be wholly graphical or wholly textual. Posters are designed to be both eye - catching and informative. They are a frequent tool of advertisers (particularly of events, films and musicians) for anyone who is trying to communicate a message.

A good poster is simple but effective.

Additional resources

<https://www.tolerance.org>readingadvertisement>

<https://www.teachersofindia.org/en>

<https://www.tess-india.edu.in>

Suggested Questions :

Read the Lessons –

- ★ Hiawatha
- ★ The Scholar's Mother Tongue
- ★ A Watering Rhyme
- ★ The Giving Tree

Now draw posters based on these lessons.