

Arthur Bounces Back Episode #108

Subject Areas

Math, Reading Comprehension, Critical Thinking

Media Literacy Objectives

Develop an awareness of persuasion in advertising.

Develop an awareness of money.

Episode Description

Moon Boots. A mere \$10 stands between Arthur and the shoes he's been dreaming about. A garage sale yields the money he needs -- but at an unexpected cost.

Active Listening

Listen and watch to find out how far Arthur will go to get Moon Boots.

Guided Discussion

Why did Arthur want Moon Boots so much?

How did he try to get the money to buy them?

What are some of the ways that kids can get or earn money?

On what kinds of things do grown-ups spend their money?

On what kinds of things do kids spend their money?

How do grown-ups decide how to spend their money?

How do you decide how to spend your money?

What are some ways that ads get people interested in a product?

Activity: It's Your Money

Distribute \$5 of **ARTHUR money** to each student. Read aloud to the class the **first set of ads** for some of the latest products. Encourage students to listen carefully -- each of these items includes a No Money Back policy.

After reading the ads aloud, post them on the board and invite students to the front of the class to decide which items they'd like to purchase. Each product has a purchase price. For each item they purchase, students will give you the appropriate amount of money and take a **coupon** that represents that item.

When everyone is finished spending their money, discuss each product ad:

What grabs your attention in this ad?

What persuasive words are used?



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Then read the **no-frills description** of each product and ask:

Is this what you thought you would be buying when you heard the original ad?

Do you think you spent your money wisely? Why or why not?

Repeat the activity with the **second set of ads**.

Activity Materials

ARTHUR ads with detachable coupons (sets 1 and 2)

Copies of reproducible ARTHUR money

No-Frills Product Descriptions

Set 1:

Double Chip-Alicious

These potato chips are all natural and have no preservatives. But they are fried twice in oil and dipped twice in salt.

Super Sticky Glue Ball

This soccer ball is covered with super sticky glue, making it pretty hard to handle.

Talkie Walkie

Talk into the Talkie Walkie, and your words are converted into text on the screen. If you like what you said, send it to your friends.

Set 2:

X-Treem Rock

This video game does almost everything for you; there is very little player input, so it's a lot like watching a movie.

Power Juice

Power Juice is 100 percent juice (not from concentrate). Vitamin C is added. There are no preservatives.

Sorcerer's School

In this video game, players need to learn spells to defeat the bad guys. The game will take up to four players at a time, so you can play as a team. When you advance a level, you get a different color robe. Only when you have completed all the levels and solved all the riddles do you receive the special robes of the master magician.



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Double Chip-Alicious

\$2.00

Had enough of soggy potato chips? Then give Double Chip-Alicious a try! Our chips are the only ones fried TWICE for that extra crispy ca-RUNCH! Then we dip them TWICE in salt for a taste even Mother Nature herself would enjoy. So come on, give 'em a try! You'll be hooked after just one ca-RUNCH!

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Super Sticky Glue Ball

\$3.00

Be the first kid in your neighborhood with Super Sticky Glue Ball! Unlike any ball you've ever seen, Super Sticky Glue Ball is covered with -- what else -- Super Sticky Glue for better traction! Now you can play soccer in the mud, snow, or rain and still control the ball! Super Sticky Glue Ball: get out and play!

\$3.00

**Super Sticky
Glue Ball**

\$3.00

**Super Sticky
Glue Ball**

\$3.00

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~~\$5.00~~ Talkie Walkie

Tired of typing when all you want to do is Instant Message your friends? Then here's your solution: the Talkie Walkie! It's an IM handheld that you can just talk into. Your words are translated into text with no typing at all. Send messages to all your friends! It's so easy, and lots of fun!

**Talkie
Walkie \$5.00**

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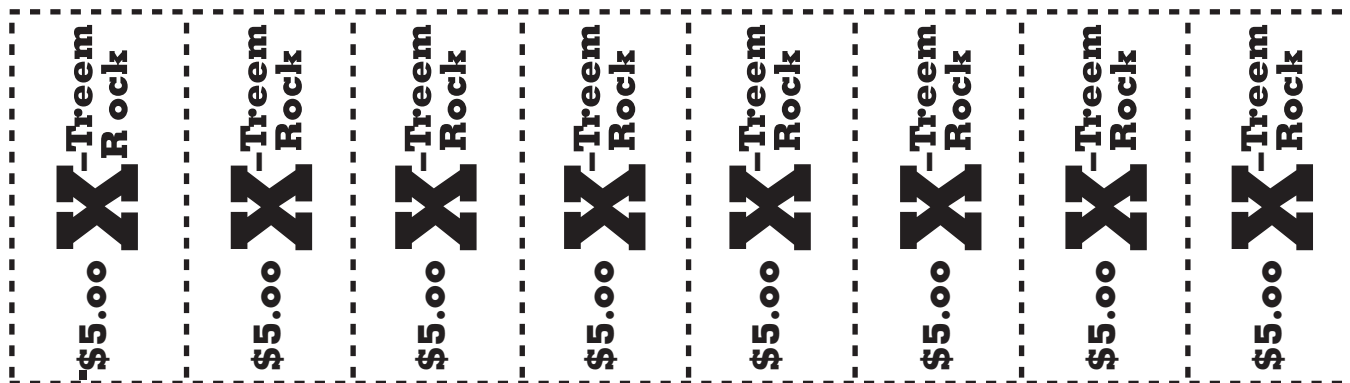


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\$5.00 **X**-Treem Rock

In the world of video games, you won't find a more exciting experience than X-Treem Rock! And the best thing is, you don't even have to be good at video games. Just input a few choices, then sit back and watch X-Treem Rock take you to places you've never been before. Full of pulse-pounding action, thrills, chills, and even some spills! It's incredible! It's awesome! It's X-Treem!



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Power Juice

\$2.00

***Thirsty? Drink Power Juice! Bored?
Drink Power Juice! Need some extra
energy? Drink Power Juice! Power Juice
is 100% juice, plus a full day's worth of
vitamin C. Nothing more. Nothing less.
Power Juice: the number one juice for
juice drinkers all over this juicy world!***

<i>Power Juice</i> \$2.00
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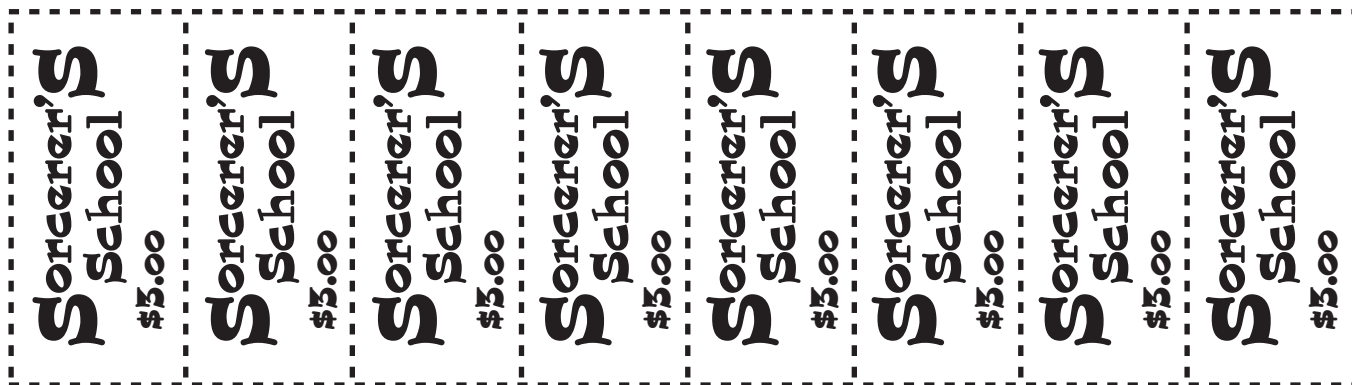
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Sorcerer's School

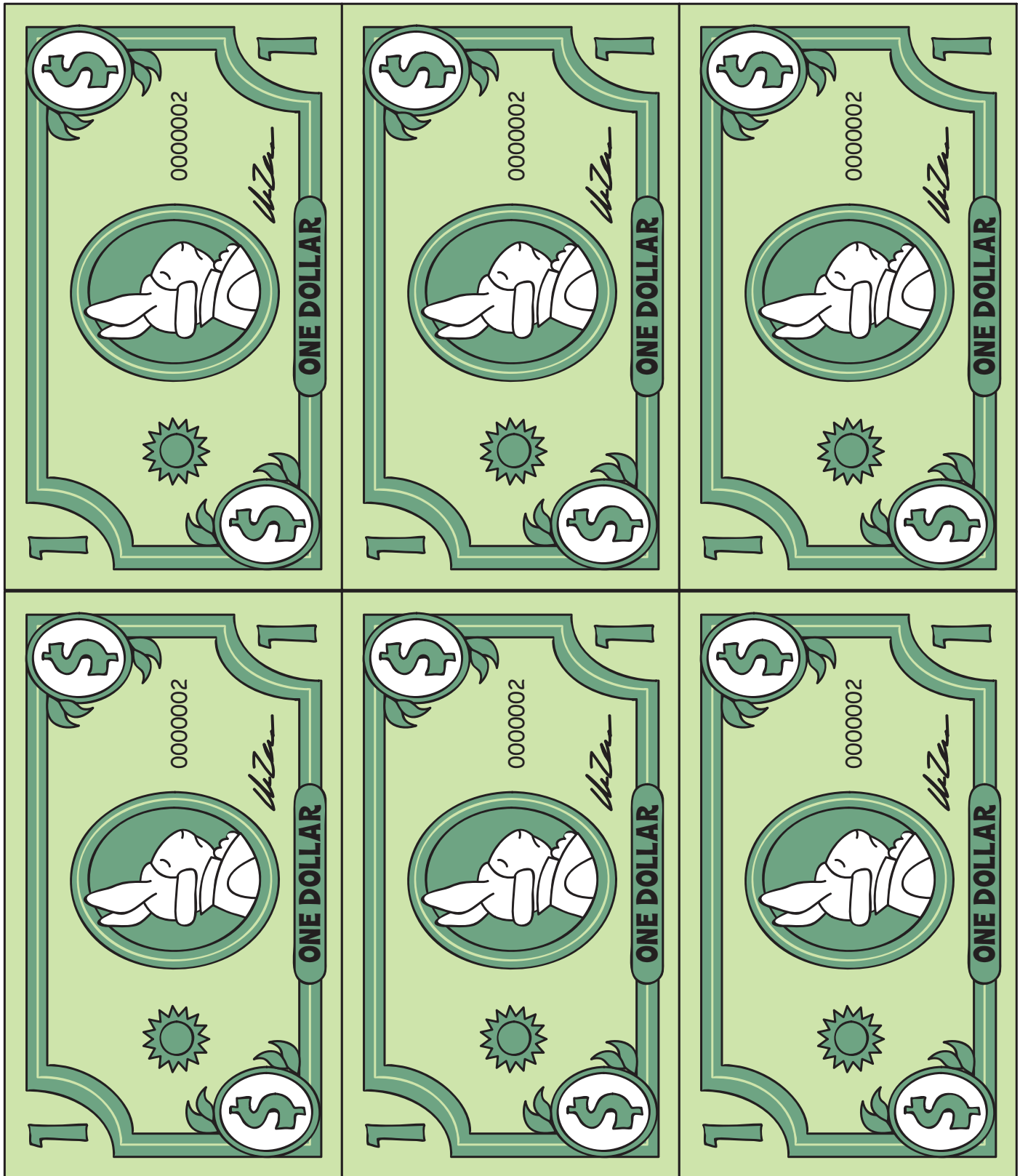
\$3.00

Enter the wonderful world of magicians, spells, and learning in this new video game. To get the magnificent robes of the Master Magician you'll have to use your wits to outsmart the hideous Snarg, the smelly Brotz, and the just plain nasty Krindle. Ten levels of challenges, with great graphics, cool music, and tons of action. If you like wizardry books, then this game is for you.



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