

# Prunella's Prediction Episode #408

## Subject Area

Life Skills

## Media Literacy Objectives

Explore the marketing effects of a simple logo.

Explore media's role in determining who and what is "cool."

## Episode Description

When Rubella's tarot cards foresee the delivery of a special birthday present, Prunella predicts a gift of Flash Pants, the hottest new fashion. When Prunella receives a watch instead, she can't bear to face the others, particularly since Muffy will be wearing Flash Pants to the big skating party.

## Active Listening

*Listen and watch to find out why Muffy and Prunella think Flash Pants are so cool, and why Arthur can't stand his father's old jacket.*

## Guided Discussion

*How did Arthur and Prunella feel in this episode?*

*Why was it so important for them to be wearing the "right" thing?*

*What did they think would happen if they didn't?*

*What kinds of things do you think make something the "right" or "wrong" thing to wear? Style? Label? Color?*

*Have you ever felt pressure to wear or not to wear certain clothing?*

*Have you seen kids being teased about their clothes? How does this make you feel?*

*(As a class, brainstorm some ways that these situations can be handled.)*

## Activity: Find It!

Start with a discussion about branding and logos:

*What is a logo?*

*What is the purpose of a logo?*

*Where do you often see logos?*

Ask students to look at their own stuff (clothes, backpack, anything they have with them) in search of branding images. Discuss:

*Raise your hand if you can find a logo somewhere in your things.*

*Raise your hand if you can find a logo on something you are wearing.*

*Why do you think there are so many logos on clothing?*



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Ask kids to volunteer descriptions of some of the logos they found. Discuss each:

*How does this logo make you feel when you look at it?*

*What kinds of images and words does it suggest to you?*

*Do these images and words affect how you think about the product?*

*Is your perception of the logo influenced by any of the brand's advertising on TV or in magazines?*

And in conclusion:

*What makes you want something with a particular logo?* (Possible reasons might include brand recognition, quality, or popularity.)

*Do logos affect how you feel about yourself and others?*



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