

Name _____

Date _____

This Space For Rent: Ads In the Classroom

Reading Assessment

Questions on this page refer to the article “When Ads Enter the Classroom, It’s a Deal With El Diablo”

1. In the first paragraph, the article mentions, “that the university could no longer foot the bill.” Choose the best interpretation of “footing the bill.”
 - a. Tuition rates would be charged per foot, based on the space a student occupied in class
 - b. The university could not afford to pay for phone calls they had covered in the past
 - c. A case of “foot in mouth” referring to a duck whose foot would be in its bill
 - d. Professors at the university were denied any travel requests they submitted

2. The fourth paragraph mentions that “advertisements and sponsorships have become commonplace on campuses” and could very well make their way into the classrooms. Which is the least likely example of seeing advertisements on campuses?
 - a. Having a stadium named after a big-time sponsor of university athletics
 - b. Seeing ONLY one particular brand of soft drinks’ vending machines appear on campus
 - c. Wiring the football goalposts to be cell phone towers for a certain phone service provider
 - d. Allowing fast-food companies to rent spaces in the college’s cafeterias and dining halls

3. The fifth paragraph mentions how Professor Volk intended to use the sponsorship as “seed money” for his department and classes. What is meant by the phrase “seed money?”
 - a. Money used for startup and development costs for certain projects or publications
 - b. Professor Volk seriously wanted some money to plant to see if it would grow more money.
 - c. It is a grammatical error. Professor Volk “saw” money in his vision for class, not “seed.”
 - d. The money was intended to be distributed to the students, like sowing seeds in a field.

4. Paragraph twelve compares classrooms to polling places, noting that “campaigning is prohibited within 100 feet.” What is this restriction referring to?
 - a. In a move towards a smoke-free campus, restricting tobacco use to 100 feet from entrances
 - b. Students should not be allowed to wear politically-based clothing or ads to classes
 - c. Students can’t whine within 100 feet of their classroom or they will flunk the class
 - d. Elected officials are not allowed to campaign within 100 feet of an election site

5. Paragraph twenty poses the scenario of exposing students to technology generically. What example below best achieves this goal?
 - a. To keep students from favoring PC’s or Mac’s, schools should be required to cover up any logos on their computers.
 - b. Math classes would have to stick to purely pencil-and-paper methods of teaching, since calculators would all have some sort of brand name associated with them.
 - c. Even things as simple as Post-It Notes would have to be removed from schools because they use a brand-specific name trademarked by the 3M Corporation.
 - d. Using technology to *enhance* the knowledge learned in the class instead of allowing the technology to dictate *what* is learned in the class.

Questions on this page refer to the article “Cash-strapped teacher sells ads on tests”

6. The third paragraph says “[It] seems like a win-win,” said Luke Shaw, 18, a student at the suburban San Diego, California, school.” Which is the proper way of punctuating this sentence?
 - a. said Luke Shaw, 18, a student at the suburban San Diego, California, school.
 - b. said Luke Shaw 18, a student at the suburban San Diego, California school.
 - c. said Luke Shaw, 18, a student at the “suburban” San Diego California school.
 - d. said Luke Shaw, 18 a student at the suburban San Diego California, school.
7. The fourth paragraph of the article mentions that selling ads is meant as a “stopgap” measure. Which best defines the term “stopgap”?
 - a. A preference to support Old Navy and stop supporting Gap clothing stores
 - b. A solution that is intended to be used as often as possible
 - c. An action meant as a temporary solution for a problem in need of being addressed
 - d. A marketing strategy that makes up for the lack of salary in a teacher’s contract
8. When the tenth paragraph says “of the seven to run so far,” what is the article referring to?
 - a. Seven teachers have had to physically run to find sponsors so they can print tests
 - b. Seven tests have been “run off,” or printed, using funds from sponsors
 - c. When the ads are printed, their colors tend to run together, blurring the original test
 - d. The teachers are running for public office positions, such as city council or school board, and are putting their own name on tests knowing their students will soon be 18 years old and able to vote for them
9. The twenty-third paragraph notes that educators “have long spent out-of-pocket for supplies.” What is being said about teachers in the Poway school district?
 - a. Teachers dress funny and have long pockets so they can carry school supplies, like rulers and three-hole punches, without them falling out of the pockets.
 - b. Teachers steal office supplies all the time, so the school district thinks it’s about time they paid for something. This is a total lie. Teachers don’t steal. Ever.
 - c. Teachers do not carry wallets or purses with them when buying school supplies, so the money comes straight out of their pockets.
 - d. Teachers spending money out of their own pockets is not a new concept and has been occurring for a long time.
10. The final paragraph of the article mentions a quote from a person who said, “Too bad you’re not a bank, because you might qualify for \$700 billion.” What is the person referring to?
 - a. Banks are more of a for-profit venture than schools and deal with much more money than schools ever would.
 - b. Ever try charging a lunch in the school cafeteria? Maybe we need a bank around so you can get a loan.
 - c. The person is referring to the way numerous banks qualified for part of a \$700 billion bailout from the federal government recently.
 - d. Banks are the key sponsors in state lotteries and could use money from a jackpot to pay for copies to be made of this teacher’s calculus tests.