

Logos All Around

Targeted skill

Young children are expected to recognize beginning letters and associate them with the sound they make.

Materials

- ◆ logos clipped from advertisements or wrappers, paper bags, napkins, and so on from fast-food restaurants

What to do

All around us, there are opportunities for even the youngest learner to read, and he or she doesn't even have to know any letters! As you pass McDonald's, point to the golden arches and say, "Mmm, McDonald's. That's the sound of the letter *m*." After that, each time you pass McDonald's, ask your child to read the name on the sign. Soon, your child will associate the logo with the /m/ sound. We are surrounded by print in the mail, on newspapers, on cans and boxes, on television and signs. By showing your child how to associate beginning sounds with familiar logos, you are helping him or her learn the letters and their sounds.

Extending the activity

- ❖ Start by calling your child's attention to signs and the sounds that the beginning letters make. When your child is familiar with these, point out the words on the cereal box and describe the difference in the logo on a box of Cheerios and a box of Fruit Loops.
- ❖ Cut logos out of magazines and newspapers or save them from fast-food restaurants. Glue or tape them to pieces of sturdy paper, creating a Logo Notebook. Encourage your child to leaf through the book, reading the logos to you.

What your child is practicing

Print surrounds us. In our homes we have advertisements, newspapers, and books, along with various kinds of packaging—boxes, cans, and so on. As you drive through the neighborhood, your child sees billboard advertisements and marquees. This offers an opportunity for your child to begin to read logos and associate print with reading. By celebrating these successes, your child is encouraged to "read more" and thus the accuracy improves.