

Today's Theme

Character Education

USA TODAY Snapshot®:
The lies have it
Activity: Why students lie/cheat
Page 3



On the Web

USA TODAY Education's case studies are based on thought-provoking, relevant topics such as teen drinking, civic responsibility, eating disorders and the increasing cost of college. Visit:



www.usatoday.com.educate/home.htm

News To Use

News

- Legend has it: O'Toole is quite the charmer
- Forum: Can Congress stop the war?

Money

- Internet banks spread their wings
- Airbus to post losses for 2006

Sports

- Breaking through hard to do
- Top players cruise through Aussie Open

Life

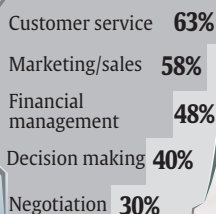
- Boomers roll with the punches
- Singer wary of being eclipsed by hit

Careers

USA TODAY Snapshots®

Small-business owners want better customer service skills

Which business skills would you like to develop further? Top responses:



Note: Multiple responses allowed
Source: OPEN from American Express Small Business Monitor survey of 625 small-business owners with fewer than 100 employees.
Margin of error ±4 percentage points.

By Jae Yang and Veronica Salazar, USA TODAY

Why is customer service important to the success of both small and large businesses? What other business skills are vital to a company's success?

News

Alleged racist taunt on British reality show prompts outcry, 8A

APPLICATIONS: multiculturalism, diversity, analysis, conflict resolution

DISCUSSION: Why has an alleged racial taunt on British reality show series generated international attention? How have the Indian Foreign Ministry and the British government responded to the incident? How have Indian citizens reacted? How might this event affect the outcome of the reality TV series?

ACTIVITY: Bollywood filmmaker Mahesh Bhatt describes the British reality TV incident as reflecting "the real, discriminating face of the West you can see on the streets of London and New York." First, decide whether or not you think people in Western societies overtly and deliberately discriminate against members of other cultures. Then, find an example in today's paper to support your position. Finally, if someone made a racist or bigoted remark to you, how would you handle the situation?

VOCABULARY
Bollywood
effigy
lampooned

ImaginAsian tries to capture many groups' attention, 1B

Money

APPLICATIONS: media literacy, sociology, vocabulary, evaluation

DISCUSSION: How have media images of Asians evolved in recent decades? How will ImaginAsian use multiple media platforms to target a growing audience? Describe the coveted emerging crossover market. How will ImaginAsian differ from other ethnic-centered cable networks?

ACTIVITY: The term *critical mass*, as used in the article, refers to the point or situation when change occurs. It is the minimum amount (of something) required to start or maintain an undertaking. First, explain why Asian-Americans represent a critical mass in media right now. Then, list the various media platforms this demographic has the potential to influence, and describe how they might effect change on each. Finally, list ways in which you are part of a critical mass. How do your preferences and decisions affect new product and corporate marketing decisions?

VOCABULARY
fusion
prolific
ponied up



This Day in HISTORY

Sports

Sims, Brand's friendship stands test of time, 7C

APPLICATIONS: *character education, creative writing, visualization*

DISCUSSION: Under what circumstances did Keegan Sims and Elton Brand meet? What venture reunited the pair in Los Angeles? What method does Sims feel has enabled Brand to meet many of his goals? Explain how Brand deals with a poor performance.

ACTIVITY: Using the 17-year friendship of Sims and Brand as an inspiration, create a chart that identifies three friends that you could imagine still being close with long after high school. List the things you have in common and the qualities you admire in each friend. Then, explain what factors will make your friendship and enduring one. Read one of your descriptions aloud in class. What perceptions about the future - and the future of your friendships — do you and your classmates share?

VOCABULARY
acquaintances
solidified
cultivate

January 18

▶ In 1778, English navigator Capt. James Cook reached the Hawaiian Islands, which he dubbed the "Sandwich Islands."

▶ In 1943, a wartime ban on the sale of pre-sliced bread in the U.S. — aimed at reducing bakeries' demand for metal replacement parts — went into effect.

Peruse today's paper, and identify an article related to the Iraq war. Explain how the conflict has affected Americans' lives. Have citizens been asked to make any extraordinary or unreasonable sacrifices?



Quick Quiz

Label this one 'good for laughs,' 4D



APPLICATIONS: *social studies, language arts, advertising, evaluation*

DISCUSSION: What are some examples of obvious disclaimers found on product labels? Are any of these warnings unnecessary, or do they all protect the manufacturer in the case of a mishap? According to author Bob Dorigo Jones, what is the real victim in this type of labeling? In your opinion, are these disclaimers comical or insulting? Why?

ACTIVITY: Select up to 10 advertisements in today's paper, and carefully study the text in each one. Circle or highlight any verbiage that seems either obvious, unnecessary or just plain absurd. Based on the article and this exercise, decide whether manufacturers and advertisers are protecting themselves from lawsuits and/or underestimating the general public's level of common sense. Finally, choose an ad for a product you would buy, and write a disclaimer that you think is truly appropriate and necessary.

VOCABULARY
navigation
authentic
vetted

- ▶ Due to late-breaking news, some articles in USA TODAY may have been repositioned or replaced after *Inside USA TODAY's* transmission.
- ▶ Get an Acrobat PDF version of *Inside USA TODAY* at our website: <http://education.usatoday.com>. Click on "Daily Teaching Guide."
- ▶ Send feedback to: education@usatoday.com or call 1-800-757-TEACH.

Alleged racist taunt on British reality show prompts outcry, News, 8A

1. Bollywood star Shilpa Shetty has been repeatedly reduced to tears by ...

- a.) British Prime Minister Tony Blair.
- b.) fellow contestant Jade Goode.
- c.) talk show host Jerry Springer.
- d.) the British press.
- e.) filmmaker Mahesh Bhatt.

2. Bollywood is in _____.

- a.) Japan
- b.) Bali
- c.) London
- d.) India
- e.) France

3. Who is Keith Vaz?

- a.) a contestant on *Celebrity Big Brother*
- b.) Britain's treasury chief
- c.) A producer on *Celebrity Big Brother*
- d.) an Indian journalist
- e.) a member of the British House of Commons.

Answers: 1.) b 2.) d 3.) e

THEME: CHARACTER EDUCATION – CHEATING

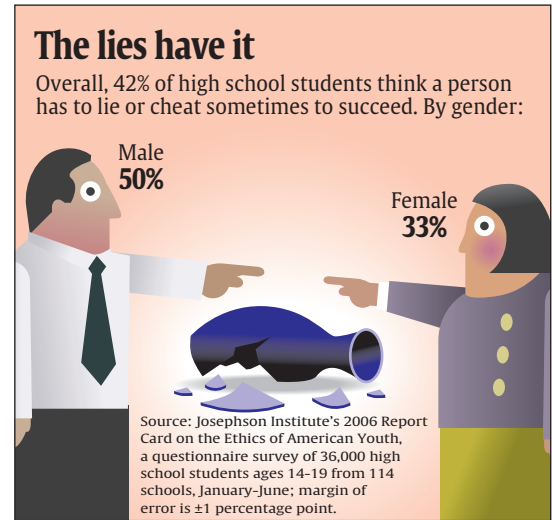
Pre-activity:

You've likely heard such phrases as "cheaters never win" or "when you cheat, the only person you're cheating is yourself." Split the class into two groups. One group will support the merit of the advice, the other will refute it. List and debate your position.

Instructions:

1. Get into small groups. In the first column below, jot down a list of at least five reasons that students your age choose to lie or cheat in order to get ahead – in academics, athletics, at work, to get into college, etc.
2. Then, in the second column, describe the short-term effects of such actions, e.g., better grades or test scores.
3. In the last column, explain the long-term consequences of lying or cheating. How are you short-changing yourself?

USA TODAY Snapshots®



By Tracey Wong Briggs and Alejandro Gonzalez, USA TODAY

REASONS STUDENTS LIE/CHEAT	SHORT-TERM EFFECTS	LONG-TERM CONSEQUENCES