



**WAL★MART**



# ENVIRONMENTAL PRINT

## Q: What is Environmental Print?

**A:** Reading print from the world around us is one of the beginning stages of literacy development. The letters, numbers, shapes, and colors found in logos for products and stores such as McDonald's, Wal-Mart, Coke, and Campbell's soup all provide opportunities for emerging readers to interact with print and the written word in their own environment. We see Environmental Print everywhere, we see logos and signs in our daily lives but as adults we don't consider it real "reading". However, Environmental Print is the first print a child learns to "read".

## Q: Why do we use Environmental Print in our classroom?

**A:** Using Environmental Print in the classroom is very meaningful to young children. The logos and signs they see in their daily lives hold great meaning for them. How many times have you driven by a McDonald's restaurant with your child in the car and he has shouted "Look! McDonald's!"? Children get excited when they can "read" the print in their environment. Environmental Print is another way to build confidence in young children and get them excited about reading. When children are excited about reading and print holds meaning for them they will learn much faster and begin to make connections to the world around them. When children use the contextual clues found in Environmental Print to "read" then they will be able to transition into the functional print of school more easily.

## **HOMEWORK:**

**Please bring in the front of the cereal box of your favorite breakfast cereal. We will be creating a class book of what we like to eat for breakfast.**