

# THE TEACHER TIMES

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## FOR THE CLASSROOM

### THE SPORT OF WRITING

Writing is like playing a sport – it consists of a complex set of skills that require continuous practice. If you have fun doing it, you will practice more, and the more you practice the better you will get. As teachers, the goal should be to continuously provide students with opportunities to write for fun so they can become lifelong writers.

How do you make writing fun? Look to the playground at recess for the answer. For example, many kids play quick pick-up games without keeping score. Structure some of your writing assignments in the same way by grading only for completion and seizing on topics that wander into the classroom discussion.

A petty argument between students over which is the best Hollywood blockbuster can be turned into a quick stop, drop and



write journal entry. Lifting the fear of assessment and taking advantage of the student's current interest frees students to take chances and explore new avenues with their writing.

The following are some games you can employ with your students:

#### A Picture is Worth a Thousand Words

Show students a picture of a famous work of art and instruct them to write a poem or short story from the perspective of an object inside the painting.

#### Hink Pink

A hink pink is a pair of one-syllable rhyming words that respond to a clue. A hink pink for an obese cat would be a "fat cat." A hinky pinky is a pair of two-syllable rhyming words that respond to a clue. A hinky pinky for a humorous rabbit would be a "funny bunny."

Challenge students to create their own hink pinks to help build vocabulary while having fun with rhyme.

#### Writing Step-by-Step

Divide students into groups of four, and give each group a tent. Instruct each group to pitch their tent and write step-by-step instructions explaining how they did it. This activity can also be completed using origami fortune puzzles or paper airplanes.

## FEATURE STORY

### THE IMPORTANCE OF WRITING

According to The National Commission on Writing in America's Schools and Colleges, "Writing today is not a frill for the few but an essential skill for the many." Below are some fast facts about why nurturing writing skills with your students is so essential:

#### It's a Need Area in Schools

One in five fourth grade students are below the "basic" level of writing. Recommendations indicate that the amount of time students spend writing (and the scale of financial resources devoted to writing) should be at least doubled.<sup>1</sup>

#### Exercise the Mind

Writing is a vital exercise for the brain. PET scans of individuals' brains engaged in writing reveal dramatic increases in brain activity.<sup>2</sup>

#### The New Face of the SAT

Starting in March 2005, the SAT will now include a student-written essay. So, writing skills will play an instrumental role in college entrance.

#### Getting Ready for the Real World

A survey of 120 major corporations indicated that writing is a "threshold skill" for both employment and promotion. Half the responding companies report that they take writing into consideration when hiring professional employees.<sup>1</sup>

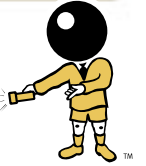
1. The National Commission on Writing in America's Schools and Colleges

2. Information from a presentation given by David A Sousa, author of the book "How the Brain Learns."

*Special Note: The "BIC Feature Story" and "For the Classroom" sections of the BIC Teacher Times were written by Mr. Wright, a teacher in South Carolina.*

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## PRODUCT SPOTLIGHT



## BIC Re-introduces a Classic

What's one piece of history that has been displayed at the Smithsonian, is a favorite of Jerry Seinfeld, and can be found in almost every office, school and home? The BIC Cristal® ball pen. Introduced in 1950, the BIC Cristal® ball pen has withstood the test of time, and is still one of the most popular pens in the world.

In recent years, gel ink has become a favorite among consumers for the smooth writing it provides. With this in mind, it made perfect sense for BIC to re-introduce a classic by offering the Cristal® pen with gel ink...Cristal® Gel Roller. Like the original Cristal® ball pen, the Cristal® Gel has a clear hexagonal barrel that shows when the ink is running low. Cristal® Gel is available in blue, black and red ink and can be found where other stationery products are sold.



With all the reliability and quality of the original Cristal® ball pen, the Cristal® Gel is sure to become a favorite among consumers. Let us know what you think about Cristal® Gel by sending your feedback to [teachers@bicworld.com](mailto:teachers@bicworld.com).



## Teacher's White Board

### Q & A

*Did you ever wonder where the little boy in the BIC logo came from?*



You have probably seen the schoolboy that is featured on the left side of BIC's logo, but do you know how he came into existence or who created him? He was created by, Raymond Savignac, an artist who created BIC's first advertising campaign, "It runs, it runs, the BIC® point."

His collaboration with BIC began in 1952 and his posters contributed to the immediate success of the Cristal® ballpoint pen. Mr. Savignac, who passed away in the fall of 2002, had a long-standing relationship with BIC, which included drawing more than ten posters for the Company.

He created the schoolboy with its ballpoint head in 1961 for an advertising campaign to promote the new tungsten carbide BIC ballpoint. It later became part of the BIC® logo and emblem of BIC® brands and products.

Mr. Savignac's creativity in his work, which was always presented with a sense of humor, contributed to BIC becoming the well known brand that it is today.

The Teacher's White Board section is the area of the BIC Teacher Times dedicated just to you and your opinions. This is your chance to tell us what you think about BIC products, ask BIC questions, or share some advice with other teachers. In addition, in every issue we will pose a question that we would encourage you to answer. Send your comments, suggestions and questions to [Teachers@bicworld.com](mailto:Teachers@bicworld.com). All submissions become the property of BIC and we may publish your entry. Remember to include your name, grade you teach, school and state.



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