

**Lights Camera Media Literacy!**  
**Unit Three**  
**Newspapers & Print Advertising**

**Topics:**

Historic and Modern Newspapers  
Newsies  
Primary Source Newspaper Articles  
The Washington Post  
History of Mass Print Advertising  
Modern Print Advertising Techniques

**Media:**

*THE MITCHELL ARCHIVES*  
*THE NEW YORK TIMES: THE COMPLETE FRONT PAGES 1851-2009*  
*NEWSIES (1992)*

***Enduring understandings***

Newspapers have changed in appearance over the years.

"Newsies" were the sole source of newspaper sales in the late 19<sup>th</sup>/ early 20<sup>th</sup> centuries.

Many different skills and talents are required to create a modern newspaper.

Mass print advertising requires the existence of mass production printing, machinery developed during the Industrial Revolution, and literate customers.

Advertising strategies evolved over time.

***Essential Questions***

How did newspapers change over time?

How did the Newsies Strike of 1899 affect the major newspaper publishers?

What are talents and skills that are needed to create a modern newspaper?

What print advertising techniques are used today?