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Before We Read

MY LEARNING GOALS

I can

- ☐ tell what I know about television.
- ☐ predict what I will learn in this lesson.

The Father of TV

When you turn on your television, you probably have dozens, maybe even hundreds, of channels to choose from. There are networks devoted to cartoons, science fiction, history, cooking, and home improvement. In other words, there is a special channel on television for just about any interest. But, like many ideas that have grown, television as we know it began with one man with a great idea.



Making Predictions

Making predictions about the content of a text can help you focus your reading. One way to prepare to read is to preview the text, predict what you think you will learn, and then record your predictions.

Read the introduction to this lesson again. Make a prediction about what you think you will learn. Then read to confirm your prediction.

Prediction	What I Learned

As you read, use text features, such as headings and illustrations, to continue to make predictions.



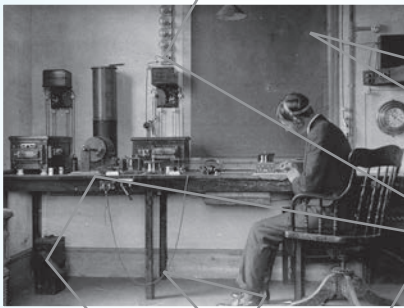


Let's Read

Making Television a Household Word

No one person invented television. As a technology, television uses the ideas of several inventors. But as a force in communication, there's one person who can be called "the father of television."

David Sarnoff worked from a young age to help support his family. After being hired as an office boy at the Marconi Wireless Telegraph Company, he soon began his career as a wireless telegraph operator. As such, he was working the fateful night of April 14, 1912, when reports of the sinking of the ocean liner *Titanic* began to be reported. Sarnoff helped to report the tragedy, including the names of survivors. His work won him a job as a manager with Marconi Wireless Telegraph. This was the first company to build radio equipment.

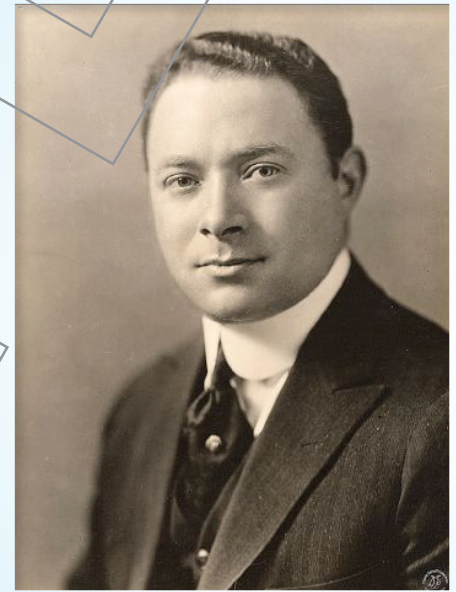


A telegraph operator

MY LEARNING GOALS

I can

- ☐ read and understand an informational passage.
- ☐ make predictions as I read.
- ☐ confirm if my predictions are correct.



David Sarnoff



Underline the first job that David Sarnoff had with the Marconi Wireless Telegraph Company.



What job would you like for a first job?

For a first job, I would like to _____.



Radio Music Box

Often it takes someone young to see the potential of a new idea. Sarnoff was a 21-year-old immigrant from Russia. Radio was even younger than he was. It was used mostly by the shipping business and the army. Most people saw it as something like the old Morse telegraph. Radio signals were transmitted in dots and dashes of Morse code. But radio could send music and voices, too. Sarnoff thought a “radio music box” might be used for home entertainment.

Sarnoff’s bosses didn’t think much of his idea. But a few years later, Marconi was bought by a new company, the Radio Corporation of America—RCA. RCA gave Sarnoff the money to develop his idea.



An early radio



Highlight how radio was mostly used in the beginning.



What do you like to listen to on the radio?

I like to listen to _____.



Let's Read

Sarnoff was a businessman as well as a scientist. He realized that no one would buy his radio box until there was programming—music, drama, news, sports. In 1921, he helped when RCA broadcast a world-championship boxing match. Close to 300,000 people heard the fight, and demand for home radio equipment took off. Sarnoff was given the go-ahead to build and sell radios for commercial broadcasting. Anyone who could afford the \$75 price tag wanted a radio. RCA made millions of dollars.

All radio broadcasts then were local broadcasts. Only people near the station could hear them. Sarnoff's next step was to create a network—a linked system of hundreds of stations. In 1926, Sarnoff sent the first nationwide programs over the National Broadcasting Company network—the same NBC we have today.



People gathered around the radio to listen to broadcasts.



Circle the price of the early radios.



Why do you think radios were so expensive when they first came out?

Radios were expensive because _____.



From Radio to Television

By then Sarnoff was already looking into the possibility of radio with pictures. The idea had been around since 1872. The word *television* was first used in 1900. The trick was to translate a picture into electrical signals and back again. Scientists were experimenting with several ways to do this. Sarnoff backed a system invented by another Russian immigrant to America, Vladimir Zworykin. In 1928, Sarnoff started the first experimental TV station.

Sarnoff was an honest businessman but a ruthless one. "Competition brings out the best in products and the worst in men," he once said. In 1930, when he became president of RCA, there were several competing television systems. Sarnoff fought in the courts for patent rights. He used his prestige to persuade the government to adopt his system as a national standard.

David Sarnoff later oversaw the first color TV broadcast, the first program on videotape, and the first made-for-TV movie. He retired in 1970 and died the following year.



Many early TV sets had a seven-inch black-and-white screen.



Underline the name of a man who created a system for translating a picture into electrical signals and back.



What type of programming do you like to watch on TV?

I like to watch _____.



Let's Read

Show What You Know

Complete the prediction table below with predictions you made as you read each section.

Title of Section	Prediction	What I Learned
Making Television a Household Word		
Radio Music Box		
From Radio to Television		



What Did You Learn?

Think about what you learned from the passage. Then circle the letter of the correct answer.

1. What was the first company to build wireless radio equipment?
 - A NBC
 - B RCA
 - C Morse
 - D Marconi Wireless Telegraph

2. What did David Sarnoff do just before becoming head of RCA?
 - A He was the first to use the word *television*.
 - B He started the first experimental television station.
 - C He began national television broadcasts.
 - D He sold radios.

3. Which word in the passage means “possibility”?
 - A potential
 - B persuade
 - C picture
 - D programming

4. You can decide from the passage that David Sarnoff _____.
 - A took credit for the ideas of others
 - B did not care about patent rights
 - C changed television forever
 - D was dishonest but kind



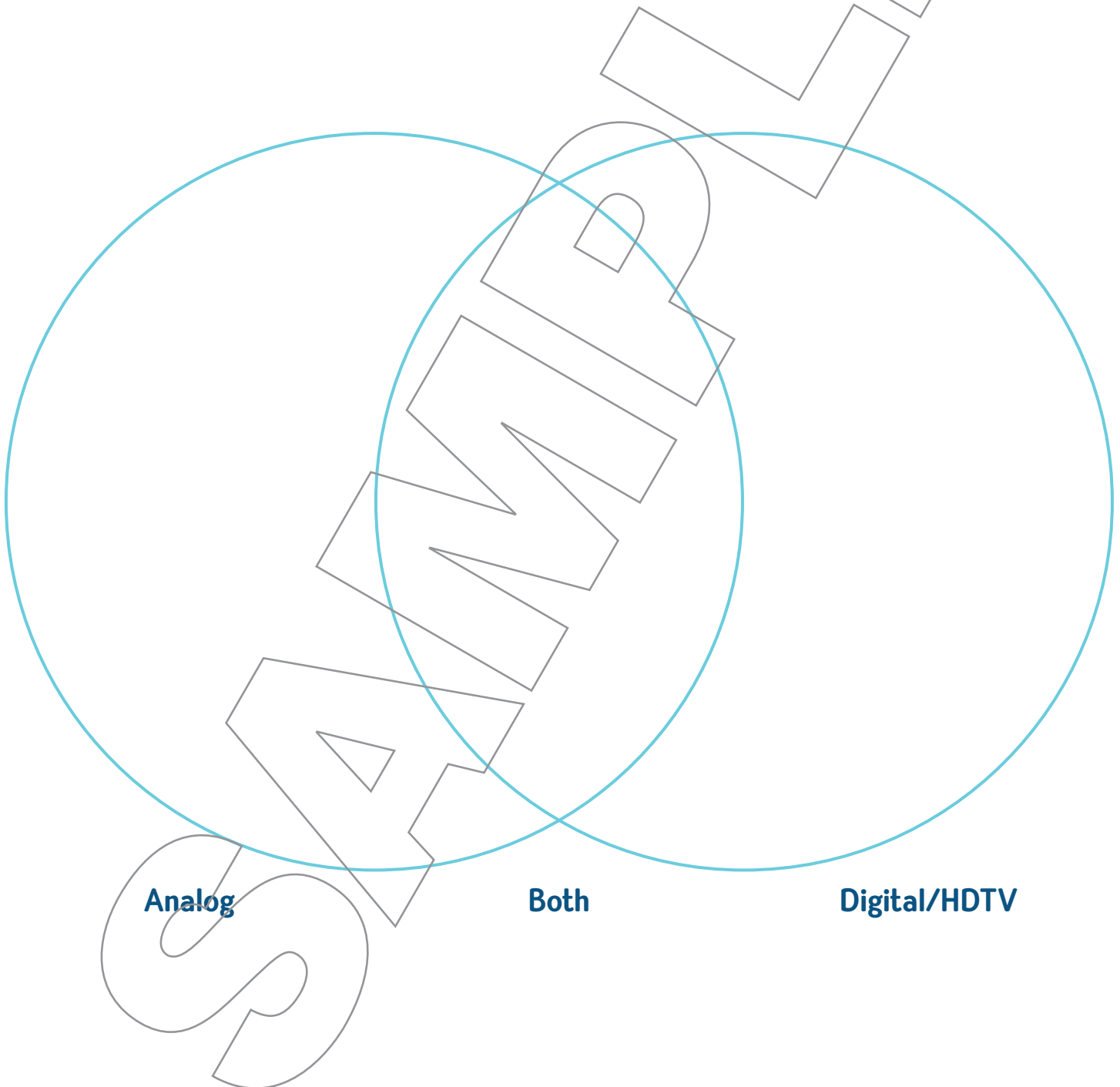
Listen and Discuss

MY LEARNING GOALS

I can

- ☐ listen to a passage about television broadcasting.
- ☐ compare and contrast different broadcasting formats.

Listen to a passage about television broadcasting. While you listen the second time, take notes on the Venn diagram below.



Listen and Discuss



How is digital
broadcasting
better than analog
broadcasting?



Analog TV



Digital TV



Learning About Language

MY LEARNING GOALS

I can

- ☐ identify synonyms.
- ☐ write synonyms for given words.

Synonyms

Synonyms are words that mean the same or almost the same as one another. A thesaurus is a tool that helps you to find synonyms. To decide if a word is a good synonym for another, use them in the same sentence. The sentence's meaning should remain the same even when the word changes.

David Sarnoff worked from a young age.

David Sarnoff labored from a young age.

Worked and *labored* are synonyms.

Read these sentences from the passage. Then circle the word that means almost the same thing as the underlined word.

1. In 1921, he helped when RCA broadcast a world-championship boxing match.

A organized

B assisted

C asked

2. This was the first company to build radio equipment.

A manufacture

B sell

C discover

3. After being hired as an office boy at the Marconi Wireless Telegraph Company, he soon began his career as a wireless telegraph operator.

A learned

B started

C ended

4. He used his prestige to persuade the government to adopt his system as a national standard.

A spend

B ask

C convince



Learning About Language

Match each of the words in the box with its synonym below.

accurate
try

politeness
boring

promise
seller

meeting
distress

1. trouble _____

5. tedious _____

2. precise _____

6. courtesy _____

3. session _____

7. pledge _____

4. attempt _____

8. vendor _____

Read these sentences. Write words that are synonyms for the words in bold type.

_____ 1. Eduardo **located** the city on the map.

_____ 2. Mom **purchased** a new dress at the store.

_____ 3. The nearby **market** sells fresh fruits and vegetables.

_____ 4. Quincy **walked** up the steep trail.

_____ 5. The class decided to **choose** Margo's idea for their play.

_____ 6. Mr. Galarza **supervised** this year's school dance.



Write About It

MY LEARNING GOALS

I can

- ☐ write an opinion and support it with facts.
- ☐ evaluate my writing to make it better.

Your opinion is what you think, feel, and believe about something. When you express your opinion, you should support it with facts and details. Think about a favorite television program. Write a paragraph telling why this is your favorite program. Then look back at what you wrote and decide if you expressed your opinion clearly.

Plan My Writing

Fill in the columns with facts and information about your favorite television program. Use this information in your writing.

Opinion:

My favorite television program is _____.

Supporting Detail

Supporting Detail

Supporting Detail

Write About It



WRITING

My favorite television program is _____.

This program is about _____

_____.

In it, the characters _____

_____.

My favorite character is _____ because _____
_____.

My favorite part about this program is _____

_____.

I like this because _____
_____.

People who like _____ would also enjoy this
program because _____
_____.

I think _____
_____.