**Student Guide: “Old School Classified Ads May Have More Value Than You Think”**

**A Lesson in:**

* Job Choice
* Informed Choices
* Wage Rates

**Before the Reading:**

1. **Classified?** *When you think of the “Classifieds” section of the newspaper, what kinds of things do you think about?*

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1. *Have you seen classifieds in the local newspaper or online?*

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1. **Ponder this.** *When do you think the earliest classified advertisements began?*

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1. **History tells us.** The earliest newsprint ad on American soil was in the *Boston News-Letter* in 1704. Printed ads incredibly date all the way back to 2000 BCE in Egypt. Rather than physically printing the ad on paper (or papyrus at the time), it was etched on the side of a pyramid. Outdoor advertising at its finest.

*Draw a sketch of what you imagine one of these ads may have looked like.*

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1. **Read all about it!** By 59BCE, Rome was printing daily ads in the “Daily Acts” (Acta Diurna), a sort of daily gazette. Check out the history of the “classifieds” here: <https://visual.ly/community/infographic/history/evolution-classified-ads> . *Write down what you notice about these advertisements over time.*

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1. **Searching?** The classified are not just for selling a boat, a baseball card collection, or kittens; nor are they only for posting a lost pooch. *Did you know that the Classified section of the newspaper can provide a starting place for those seeking a job? What kinds of jobs do you think you will find if you look?*

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**During the Reading with Newspapers in Education:**

1. **Skim.** Read through the attached classified section of the newspaper. *What kinds of jobs do you see listed?*

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1. **Sort.** Play around with grouping them into a few categories. What does that look like? *Create at least 4 different categories that you can identify.*

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1. **Scan.** Are there any ads listed that interest you? *Choose one ad that catches your attention.*

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| Write down the job description.  |  |
| What requirements must the applicant meet?  |  |
| Do you meet these requirements?  |  |
| How much is one financially compensated?  |  |
| Is the pay per hour or through annual salary?  |  |
| Does the pay rate surprise you?  |  |
| How do you think this wage is determined?  |  |
| Who do you reach out to about the job advertisement?  |  |
| What contact information is provided?  |  |
| What other information would you need to make an informed decision?  |  |

**After the Reading:**

1. **Think about it.** *What kinds of things do you think are important to people when they choose a career?*

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1. **Prioritize.** People choose jobs or careers for which they are qualified based on factors other than income, such as job satisfaction, independence, risk, family, or location. *Explain what factor you believe would be the most important to you in the future (other than income)?*

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1. **Evaluate.** *How would independence affect your ability to get or keep a job? What kinds of things would restrict your ability to be more independent?*

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1. ***Hypothesize.*** *In what ways can people make more informed decisions about their career choices? Where may you turn to research about education needed for a new job?*

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1. **Apply and align.** Workers are paid wages based upon the labor market. Businesses are generally willing to pay more productive workers higher wages or salaries comparative to less productive workers. Productivity includes many things including education, background and experience.

*How would you match the following individuals when it comes to the factors provided with the incomes. Draw a line to match the employee with the anticipated salary.*

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| **Employee** |  | **Annual Income** |
| **Sandra**- 12 years experience, Corporate Career, Master’s Degree in Business Administration, 40 hour work week  | $9,000 |
| **Jerry**- Trade School graduate, member of a Trade Union, Ongoing Annual Trade Certifications, 40 years experience, 40-50 hour work week | $23,000 |
| **Dahlia**- Community College graduate, 9 years experience, works 60 hours a week. | $40,000 |
| **Antoine**- High School graduate, full-time job, entry level position in food service 35 hours/week, pay includes tips  | $62,000 |
| **Sammie**- 10th grade education, parent provides transportation, works part-time in a retail store | $88,000 |

**Extension:**

Devise your own classified ad and write an advertisement for a job you create. Think about what design and wording will attract the right potential employees. Be sure to include the name of your company, the job title and description, qualification requirements and a (fictitious) way to contact you. <Do not provide personal information.> Get together with your peers and assemble your ads to make a small classified ad section of your own.