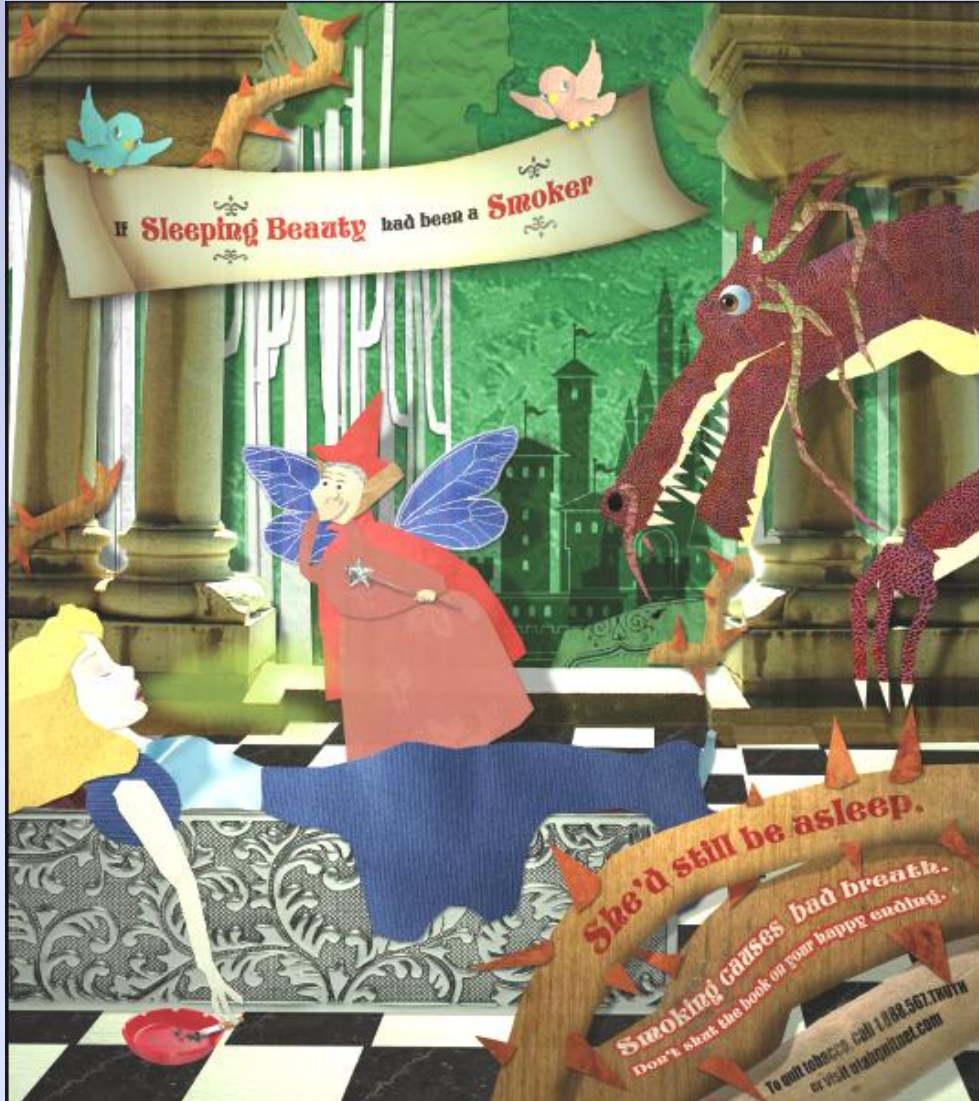


Making Inferences:



*A Fun and Easy Way to
Understand & Practice
Implied Meaning*

By Dr. Erica Warren

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On the cover: Utah Department of Health's Tobacco Prevention and Control Program – Sleeping Beauty. Image Courtesy of Crowell/Love Partnership for the Utah Department of Health's Tobacco Prevention and Control Program.

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INTRODUCTION

What is an inference?

Inference (noun), infer (verb): Drawing new meaning from existing facts or clues. Other synonyms are: *imply, assume, guess, conclude, understand, deduce, suggest, and surmise*. Often images or words do not give all the information. Instead, we infer or imply meanings. Like a detective, we have to look at the clues and figure out the hidden message.

When should the concept of inferences first be introduced?

The term inference/infer can be a difficult concept to understand. It's an abstract notion that students can not visualize. What's more, students are usually introduced the subject during increasingly advanced reading comprehension activities. Because reading comprehension is, in itself, a "cognitively loaded" task, or one that requires juggling of multiple mental activities, asking students to recognize inferences too, can make an all-encompassing activity overwhelming.

However, if inferences are introduced in a less taxing or cognitively loaded environment, students can quickly experience success. In fact, understanding inferences should be mastered using simple and fun activities before weaving the concept into academic subjects. Making inferences from images and simple language can even be introduced as early as the third grade.

Where should I start?

When teaching students about inferences, one should begin with simple images. Billboards, magazine advertisements and commercials are a wonderful tool. Children can try to decipher the inferences or hidden messages by studying the image. They can also use the words (if any) to help them solve "the mystery." What is the hidden message that the billboard is trying to tell us? What is the advertisement or commercial suggesting about the product? Next, students can practice their understanding of inferences by looking at slogans, product names, metaphors, reading passages and even playing word games.

What are the goals of this workbook?

The main purpose is to present fun visual and written (they can also be presented orally) activities that engage and teach students the fundamentals of inferences before they are required to apply them in academics. Remember, turning something difficult into a game can make it fun and memorable. A secondary purpose of this workbook is to guide children/students towards healthy living, benevolent actions and awareness of some of the many injustices and challenges we face around the globe. The ultimate inference is social consciousness and healthy living.

Let's practice making inferences.

What can you infer from image #1?



Photo courtesy of Denver Water.

a) What do you think Denver Water is trying to communicate with this image?

b) What are they asking people to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #2?



Help protect dolphins from noise pollution of the ocean

Photo courtesy of Whale and Dolphin Conservation Society; Advertising Agency: Jung von Matt, Hamburg, Germany

a) Do you know what noise pollution is? Yes No

If not, find "noise pollution in our oceans" on the internet and place the definition here:

b) What do you think this image is suggesting?

c) What do you think they are asking you to do?

d) Is this a good advertisement? Why or why not?

What can you infer from image #3?

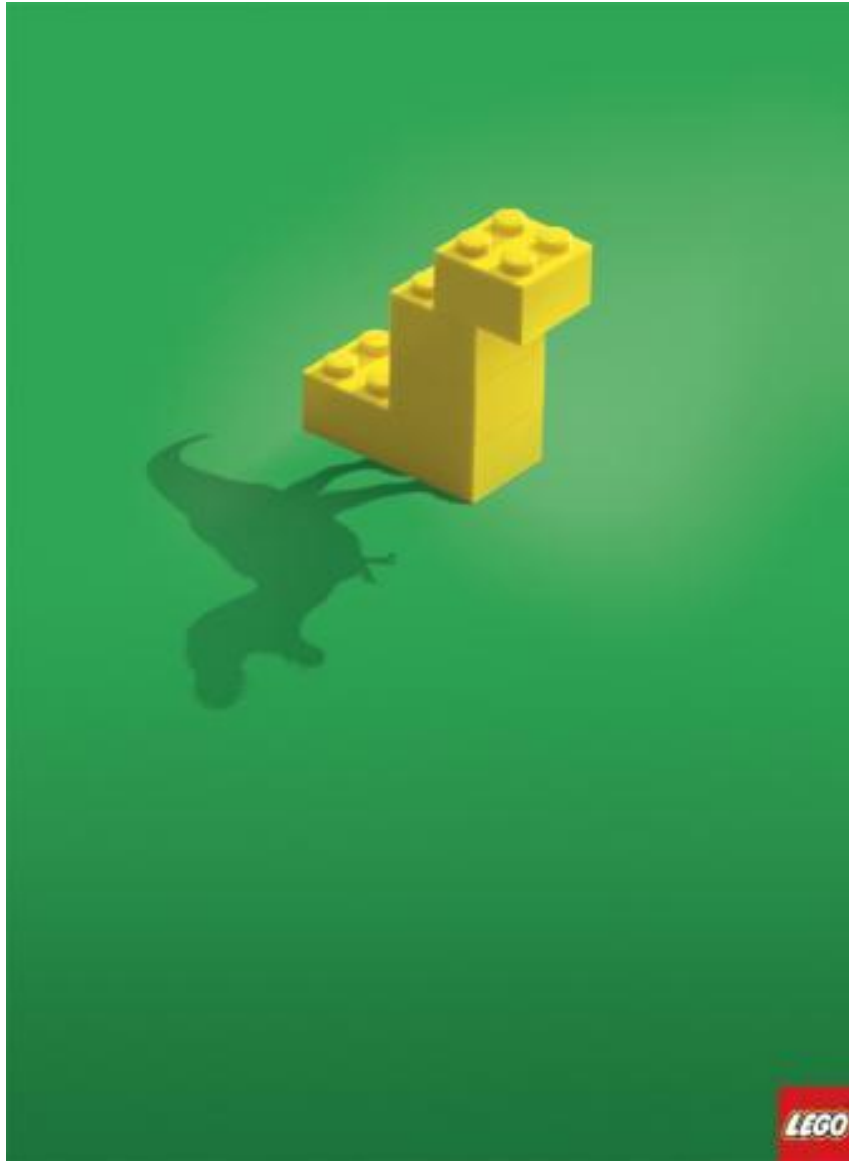


Photo courtesy of Blattner Brunner.

a) What do you think this image is suggesting?

b) Why would this image make you want to buy this product?

c) Is this a good advertisement? Why or why not?

What can you infer from image #4?



Photo courtesy of Abundant Forest Alliance.

a) What do you think the Abundant Forest Alliance is trying to communicate?

b) What do they mean by plant it forward?

c) What are they asking you to do?

d) Is this a good advertisement? Why or why not?

What can you infer from image #5?



Photo courtesy of McCann Erickson Portugal; Creative Directors: Diogo Anahory, José Carlos Bomtempo; Art Director: André Lopes; Copywriter: Emerson Braga;. Photographer: Gonçalo Almeida.

a) What do you think Amnesty International is trying to communicate?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #6?



One drink can change your entire outlook.

This public service advertisement is used by permission of Mothers Against Drunk Driving. Copyright 2009. MADD. All rights reserved

a) What do you think this public service advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #7?



Image courtesy of Stir Marketing

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #8?



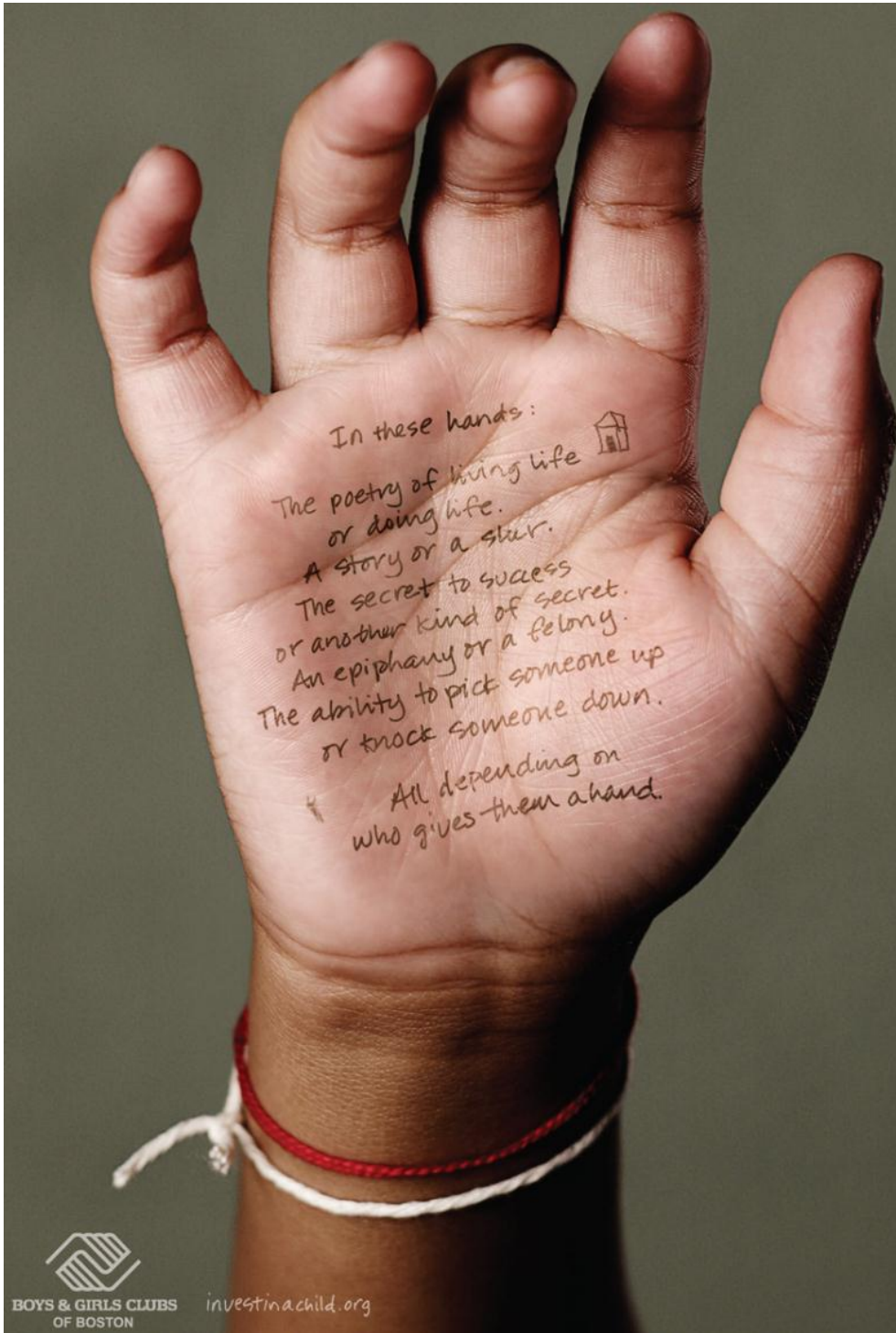
Nearly 200 million pounds of cigarettes are discarded in the U.S. every year. Make waves.
Image courtesy of Surfrider.org and Saatchi & Saatchi, Los Angeles

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #9?



In these hands:

The poetry of living life
Or doing life.
A story or a star.
The Secret to success
Or another kind of secret .
An epiphany or a felony.
The ability to pick someone up
Or knock them down.

All depending on
Who gives them a hand.

Image Courtesy of Hill Holliday,
Boston, USA
Photographer: Christian
Kozowyk

a) What do you think this advertisement is trying to communicate or imply? _____

b) What are they asking you to do? _____

c) Is this a good advertisement? Why or why not? _____

What can you infer from image #11?



Image courtesy of Tappening and DiMassimo Goldstein. Mark DiMassimo, Creative Director.

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #12?

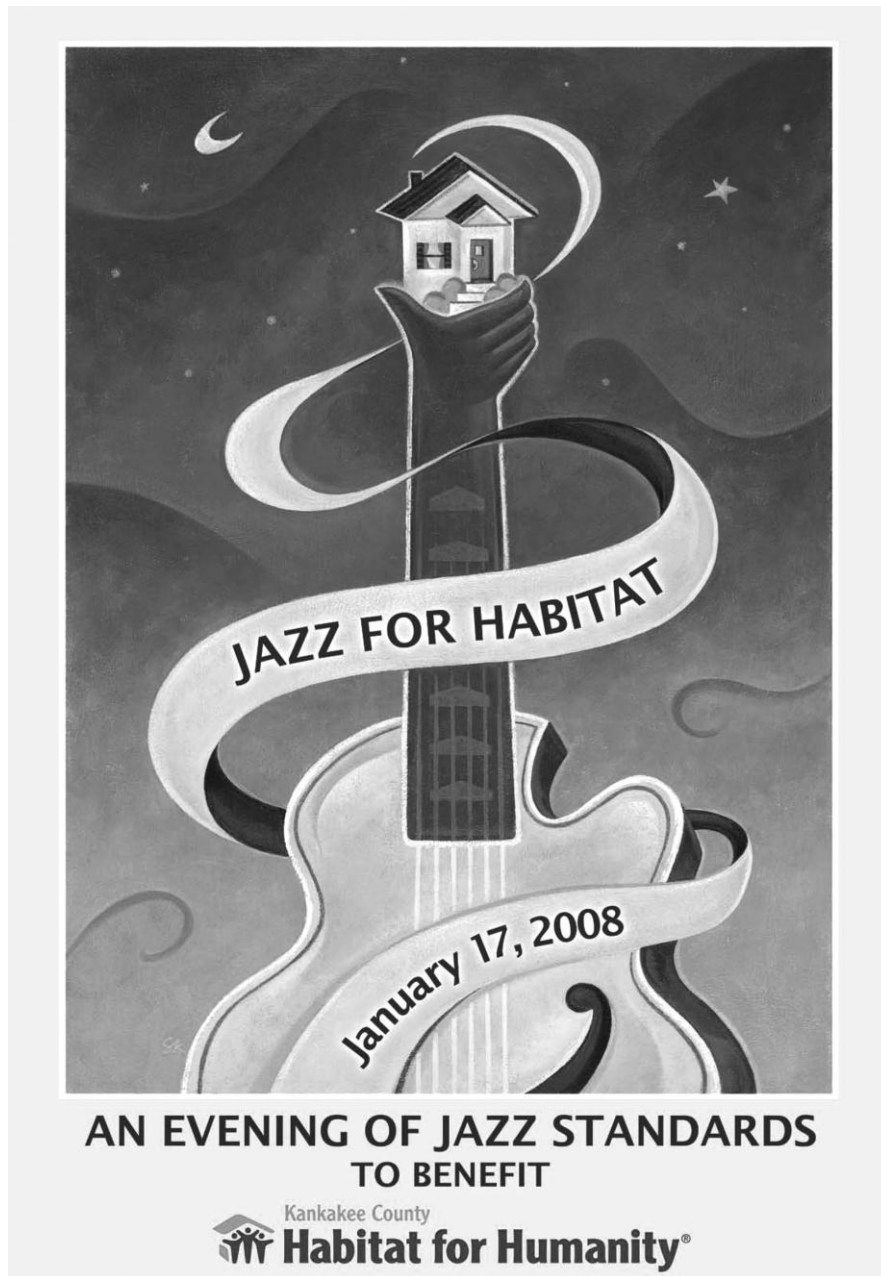


Image Courtesy of the illustrator - Sean Kane (www.SeanKane.com)

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #13?



Image Courtesy of Ad Agency Saatchi & Saatchi Beirut, Lebanon Executive Creative Director: Eli Khoury
Creative Director: Samer Younes Art Director: Sarah Rizkallah

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #14?



Courtesy of: Agency59, Toronto; Creative Director & writer: Brian Howlett; Art Director: Andrew Gillingham; Photographer: Philip Rostron; Client: City of Toronto; Manager: Communications & Consultation; Nicole Dufort: Senior Communications; Coordinator: Valerie Cassells

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #15?



Image Courtesy of Mccann HealthCare, Shanghai, China

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #16?



Image Courtesy of Ad Agency Anabell foundation/McCann-Erickson, Czech Republic/Photo: Goran Tacevski.

a) What do you think this advertisement is trying to communicate or imply? _____

b) What are they asking you to do? _____

c) Is this a good advertisement? Why or why not? _____

What can you infer from image #17?

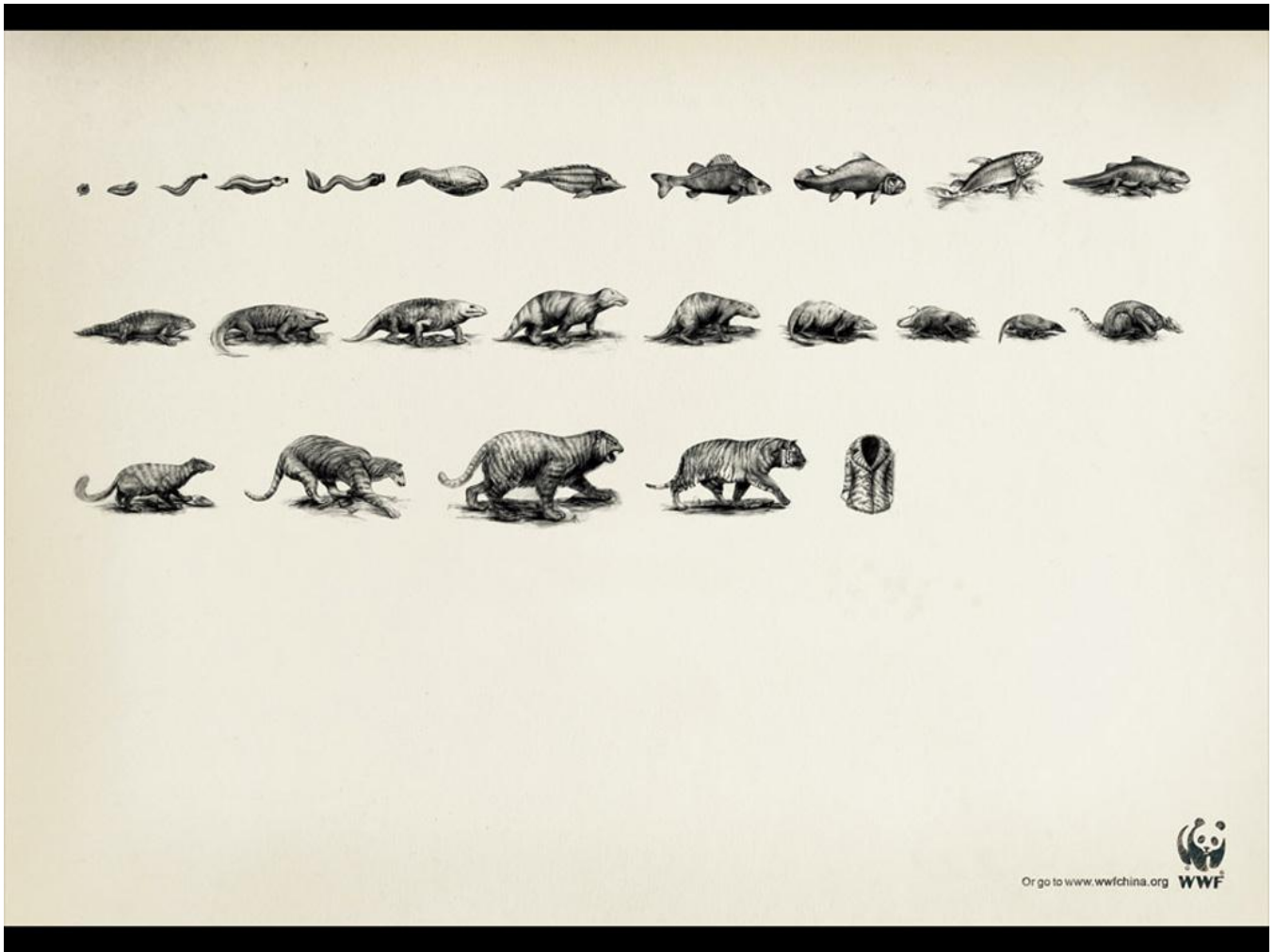


Image Courtesy of Ad Agency Olgilvy and Mather, China - Beijing

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #18?



Image Courtesy of Ad Agency Olgilvy and Mather, Germany

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #20?

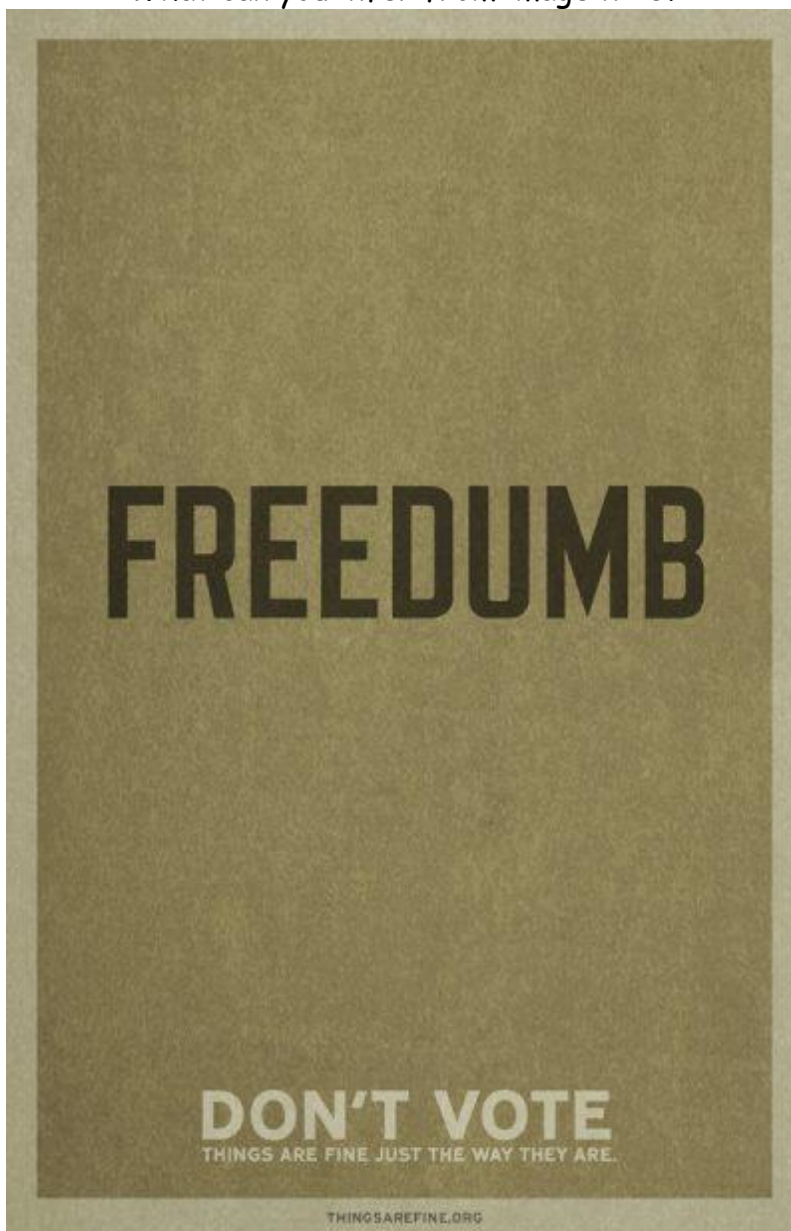


Image courtesy of Borders Perrin Norrander: Portland, Oregon.

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #21?



Image courtesy of Borders Perrin Norrander: Portland, Oregon.

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #22?

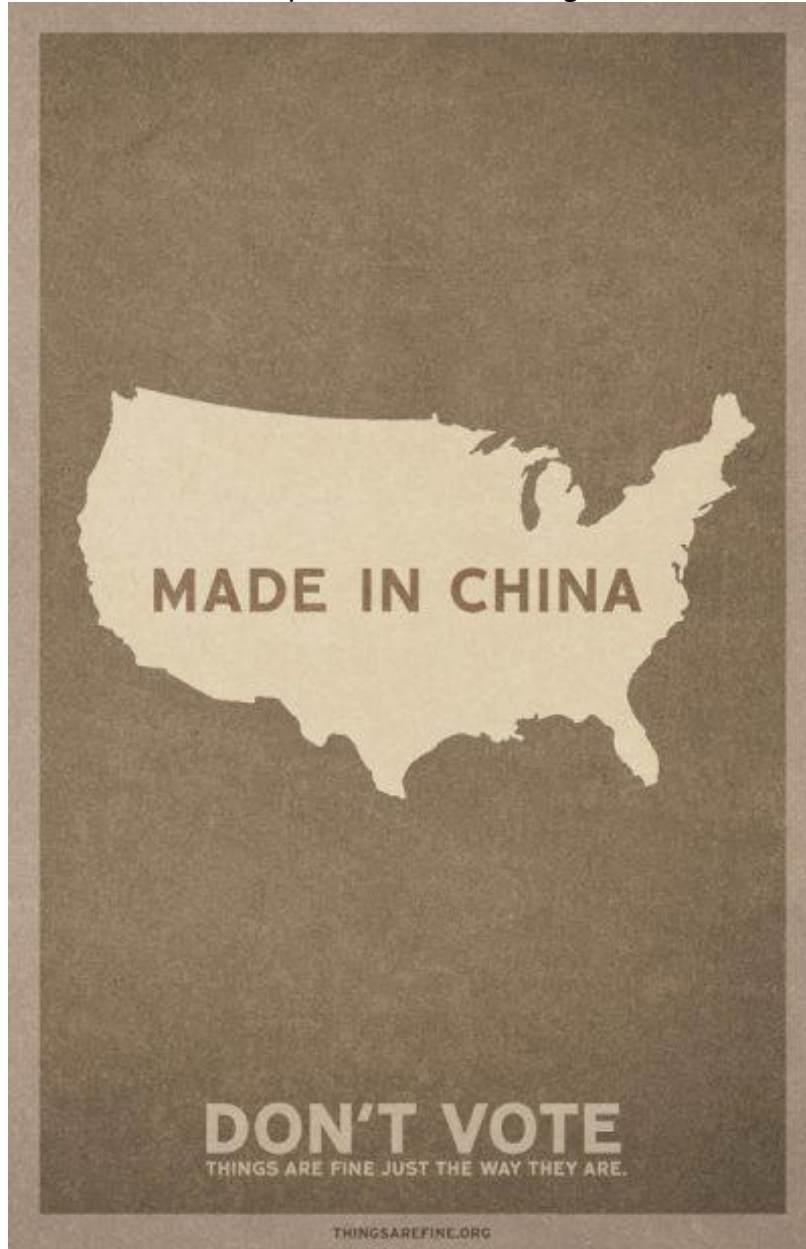


Image courtesy of Borders Perrin Norrander: Portland, Oregon.

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #23?



Image Courtesy of Ad Agency Olgilvy and Mather, Bucharest

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #24?



Salvation Army - Your donations are our ammunition.

Image courtesy of Advertising Agency McCann Erickson, Sao Paulo, Brazil; Copywriter: Marcelo "Padoca"; Art Director: Fernando Reis;; Creative directors: Adriana Cury, Ana Clélia Quarto, Milton Mastrocossario, Danilo Janjácómo

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #25?



Image Courtesy of Advertising Agency: MaLaren McCann Calgary, Canada; Creative Director: Mike Meadus; Art Directors: Kelsey Horne & Brad Connell; Copywriters: Nicolle Pittman & Mike Meadus; Photographer: Jason Stang

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #26?



Image Courtesy of Ad Agency: MaLaren McCann Calgary, Canada; Creative Director: Mike Meadus; Art Directors: Kelsey Horne & Brad Connell; Copywriters: Nicolle Pittman & Mike Meadus; Photographer: Jason Stang

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from images #27 & #28?

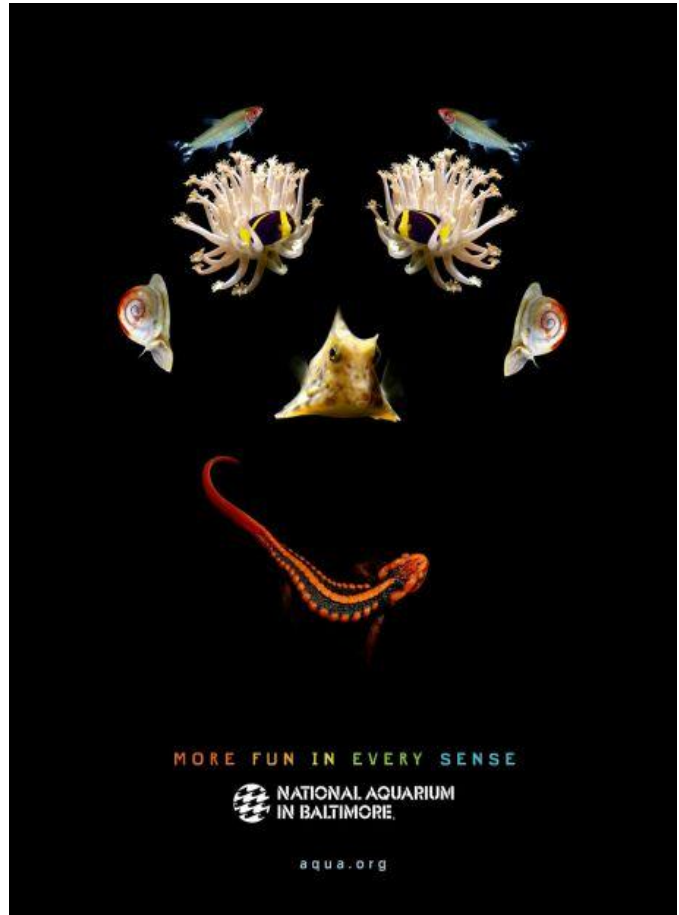
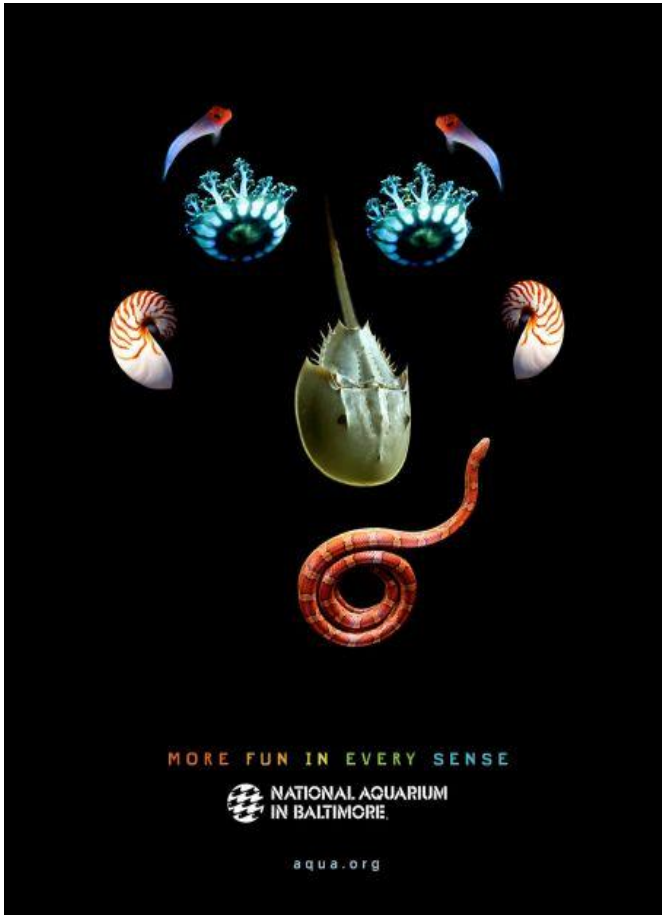


Photo courtesy of the National Aquarium in Baltimore (www.aqua.org) and gkv (www.gkv.com).

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #29?



15 square kilometers of rain forest disappears every minute

Image courtesy of WWF, Denmark; Agency: Uncle Grey, Denmark; Creative Director: Per Pedersen
Art Director: Jesper Hansen; Copywriter: Michael Paterson

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #30?

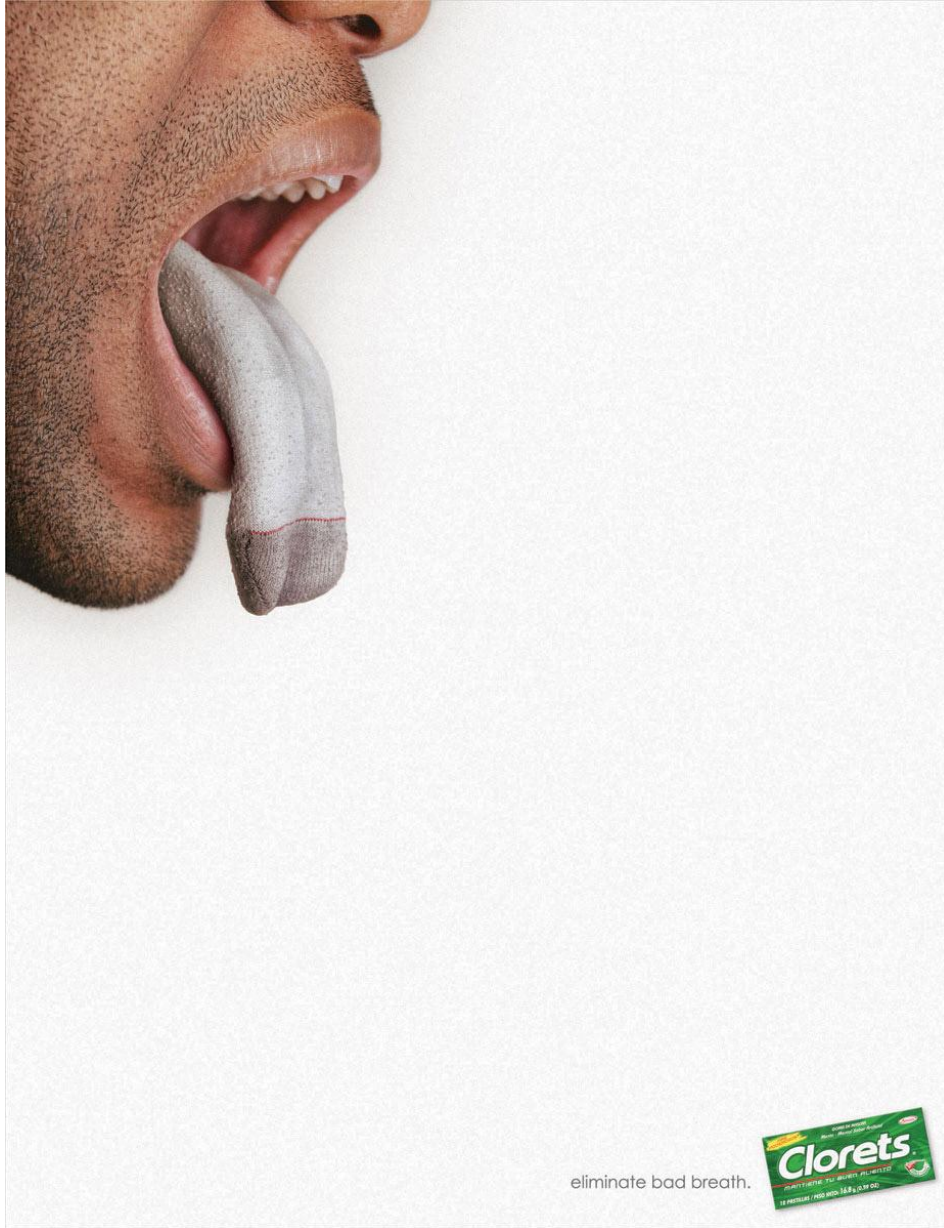


Image courtesy of Mccann, Guaynabo, Puerto Rico

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #31?



Save paper – save the planet

Courtesy of Saatchi & Saatchi, Copenhagen, Denmark Creative Director: Simon Wooller; Art Directors/Copywriters: Cliff Kagawa Holm, Silas Jansson

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

What can you infer from image #32?



Don't shut the book on your happy ending.

Image Courtesy of Crowell/Love Partnership for the Utah Department of Health's Tobacco Prevention and Control Program.

a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do? _____

c) Is this a good advertisement? Why or why not? _____

What can you infer from image #33?



a) What do you think this advertisement is trying to communicate or imply?

b) What are they asking you to do?

c) Is this a good advertisement? Why or why not?

Look at the following product or store names. What does the name imply?

Name	What can you infer about the product?	Does the name make you want to buy it? Why or why not?
1) Bluemoon Coffeehouse	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2) Sleepy's Mattress Store	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3) Huggies Diapers	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
4) Nature's Gate Shampoo	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
5) Bounty Paper Towels	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
6) Earth Friendly Cleaner	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
7) 7-Eleven - corner store	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
8) Bare Fruit - dried fruit	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
9) Joy Dish Detergent	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
10) Sunkist Oranges	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
11) Solid Gold Dogfood	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

Many automobile manufacturers spend a lot of time deciding on the right name for their new vehicles. What do the following names imply about the automobiles?

Automobile Name	What can you infer?	Does the name make you want to buy it? Why or why not?
1) Chevrolet TrailBlazer	_____	_____
2) Dodge Caravan	_____	_____
3) Ford Escape	_____	_____
4) Ford Taurus	_____	_____
5) GMC Safari	_____	_____
6) Jeep Cherokee	_____	_____
7) Jeep Patriot	_____	_____
8) Lincoln Navigator	_____	_____
9) Mercury Mountaineer	_____	_____
10) Nissan Pathfinder	_____	_____
11) Nissan Titan King Cab	_____	_____
12) Saturn Relay	_____	_____
13) Toyota Tundra	_____	_____
14) Volkswagen Rabbit	_____	_____

Slogans often imply things about organizations or products too. Now, look at the following slogans. What can you infer?

Company	Slogan	What is the inference?
1) Habitat for Humanity	"A hand up, not a hand out."	<hr/> <hr/> <hr/>
2) Big Brothers Big Sisters of America	"Little moments, big magic."	<hr/> <hr/> <hr/>
3) Yellow Pages	"Let your fingers do the walking."	<hr/> <hr/> <hr/>
4) U.S. Environmental Protection Agency	"Why waste a cool planet?"	<hr/> <hr/> <hr/>
5) Royal Airforce	"Rise above the rest."	<hr/> <hr/> <hr/>
6) Public Broadcasting Service (PBS)	"The rest comes from viewers like you."	<hr/> <hr/> <hr/>

Here are some more slogans. What do they imply?

Company	Slogan	What is the inference?
7) US Navy	"Let the journey begin."	<hr/> <hr/> <hr/>
8) Egg Marketing Board	"Go to work on an egg."	<hr/> <hr/> <hr/>
9) Oxfam	"Be humankind."	<hr/> <hr/> <hr/>
10) The Mail on Sunday	"A newspaper, not a snoozepaper."	<hr/> <hr/> <hr/>
11) Puget Power	"If it's not in use. Turn off the juice."	<hr/> <hr/> <hr/>
12) United Negro College Fund	"A mind is a terrible thing to waste."	<hr/> <hr/> <hr/>

Here are some more slogans. What do they imply?

Company	Slogan	What is the inference?
13) US Army	"Be all you can be."	_____ _____ _____
14) Peace Corps	"The toughest job you'll ever love."	_____ _____ _____
15) Unknown driving safety quote	"It's better to be late in this world, than early in the next."	_____ _____ _____
16) President Hoover's slogan	"A chicken in every pot."	_____ _____ _____
17) Red Cross	"Help can't wait."	_____ _____ _____
18) World Wildlife Fund (WWF)	"For a living planet."	_____ _____ _____
19) Sierra Club	"The only clean coal is coal that is left in the ground undisturbed."	_____ _____ _____

Here are some more slogans. What do they imply?

Company	Slogan	What is the inference?
20) US Dept. of Transportation	"Because friends don't let friends drive drunk."	_____ _____ _____
21) Dogs Trust	"A dog is for life, not just for Christmas."	_____ _____ _____
22) UNICEF	"Every child is our child."	_____ _____ _____
23) Girl Scouts	"Do a good turn daily."	_____ _____ _____
24) Lifecall	"I've fallen and I can't get up."	_____ _____ _____
25) Relay for Life	"Cancer doesn't sleep, and neither will we."	_____ _____ _____
26) Marines	"The few, the proud, the Marines."	_____ _____ _____

Metaphors make comparisons that often require inferences.

Look at the following metaphors. What do they imply?

Metaphor	What can you infer from the metaphors?
----------	--

1) That man is a turtle.	<hr/> <hr/> <hr/>
--------------------------	-------------------

2) The cub is a clown.	<hr/> <hr/> <hr/>
------------------------	-------------------

3) The classroom was a zoo.	<hr/> <hr/> <hr/>
-----------------------------	-------------------

4) That boy is a clock.	<hr/> <hr/> <hr/>
-------------------------	-------------------

5) The bird is a rainbow.	<hr/> <hr/> <hr/>
---------------------------	-------------------

6) The job is a mountain.	<hr/> <hr/> <hr/>
---------------------------	-------------------

7) The chair is a house.	<hr/> <hr/> <hr/>
--------------------------	-------------------

8) The steak is cardboard.	<hr/> <hr/> <hr/>
----------------------------	-------------------

9) The road is a snake.	<hr/> <hr/> <hr/>
-------------------------	-------------------

What do these metaphors imply?

Metaphor	What can you infer from the metaphors?
10) The trees are naked.	<hr/> <hr/> <hr/>
11) His room was a jungle.	<hr/> <hr/> <hr/>
12) The pool is a refrigerator.	<hr/> <hr/> <hr/>
13) The soda was a volcano.	<hr/> <hr/> <hr/>
14) Her eyes were traps.	<hr/> <hr/> <hr/>
15) The book is a magnet.	<hr/> <hr/> <hr/>
16) My heart is a hunter.	<hr/> <hr/> <hr/>
17) My mind is overflowing.	<hr/> <hr/> <hr/>
18) My thoughts are singing.	<hr/> <hr/> <hr/>

What do these metaphors imply?

Metaphor	What can you infer from the metaphors?
19) She married a mule.	<hr/> <hr/> <hr/>
20) Their relationship was sweet.	<hr/> <hr/> <hr/>
21) His muscles were Mt. Everest.	<hr/> <hr/> <hr/>
22) The truth is garbage.	<hr/> <hr/> <hr/>
23) The baby was a cocoon.	<hr/> <hr/> <hr/>
24) My thoughts had wings.	<hr/> <hr/> <hr/>
25) His eyes scratched the surface.	<hr/> <hr/> <hr/>
26) He devoured the idea.	<hr/> <hr/> <hr/>
27) The broken tree limb cut the night sky.	<hr/> <hr/> <hr/>

What do these metaphors imply?

Metaphor	What can you infer from the metaphors?
28) The water hugged our car.	<hr/> <hr/> <hr/>
29) The ocean swallowed the penguin.	<hr/> <hr/> <hr/>
30) The temple punches through the cloud.	<hr/> <hr/> <hr/>
31) The river sliced through the canyon.	<hr/> <hr/> <hr/>
32) The bee tickled the flower.	<hr/> <hr/> <hr/>
33) The tornado gobbled the house.	<hr/> <hr/> <hr/>
34) The days crawled.	<hr/> <hr/> <hr/>
35) The printer gulps down the ink cartridges.	<hr/> <hr/> <hr/>
36) The leaf skipped down the road.	<hr/> <hr/> <hr/>

Making Inferences: The Word Game

Rules for playing by yourself: Read one clue at a time and write your inference next to it in the space provided. After you have done a few, look up the answers in the back of the book to see if you got them correct.

Rules for playing with two or more players: Copy the pages and cut each set of four clues into individual strips. Find the answers to each question in the back of this book and place the answer to each question on the bottom of the strip (this means you will not be able to play the game because you will know the answers). The game can be played with two players or two teams. Decide how many rounds will be played (five rounds would give each player or team five opportunities to uncover the inference). After that, one team selects a strip and reads one clue at a time. After every clue, the opposing team gets one guess at the inference. If they get it after the first clue, they earn 4 points, after the second clue, 3 points, after the third clue, 2 points and after the final clue, 1 point. If they still do not uncover the inference, the other team can make one guess. If they get it, they get one point. Now the other team selects a strip and reads the clues to the other player/team. After every play, record the points and add them up. The winner is the player or team with the highest points.

1.	Clue	Inference
	• I leave in the Spring	_____
	• I drink water	_____
	• Bark is important to me	_____
	• I have a trunk	_____

2.	Clue	Inference
	• I have a twin	_____
	• People pull me up	_____
	• I can run	_____
	• I cover your sole	_____

3.	Clue	Inference
	• I save you time	_____
	• I work from the inside out	_____
	• I have numbers on my front	_____
	• I beep when I'm done	_____

4.	Clue	Inference
	• I'm metal	_____
	• I'm flexible	_____
	• I hold things together	_____
	• I'm often in an office	_____

35.

Clue

- I grow
- I have ears
- I am sweet
- I can pop

Inference

36.

Clue

- I have many blades
- I am often cut
- Kids often play on me
- I am green

Inference

37.

Clue

- I have a neck
- I can be picked
- I can also be plucked
- I am hollow

Inference

38.

Clue

- I have a head
- I have a tail
- I'm not worth much
- I'm copper

Inference

39.

Clue

- I'm on the bottom
- I'm often replaced
- I hold a lot of liquid
- I can be wet or dry

Inference

40.

Clue

- You will flip over me
- I'll make you feel weightless
- You can flop on me
- If you fall on me, you won't get hurt

Inference

Crack the Case: Like a detective, can you solve the mystery inference?

Clue	Best Solution
1) The sweat dripped from Benny's brow and he gasped for air. His eyes bulged as he scrabbled down the dark passageway frantically searching for a way out.	a) Benny was confident b) Benny was frightened c) Benny was goofing around d) Benny was pleased
2) Maddy eagerly clutched the pen. She marched up to her desk with her head held high and tossed a self-assured grin to her teacher.	a) Maddy was worried b) Maddy was gloomy c) Maddy was nervous d) Maddy was confident
3) Chuckie's eyes beamed as he paraded onto the beach. When he reached the water's edge, he dropped down and burrowed his wriggling toes into the warm, wet sand.	a) Chuckie was happy b) Chuckie was sad c) Chuckie was annoyed d) Chuckie was disappointed
4) There was Kirby's gift, curled up into a ball with a bright, red ribbon around his neck. He stroked the teeny paw and was greeted with a wagging tail and frantic licks.	a) Kirby got a cat b) Kirby got a puppy c) Kirby got a turtle d) Kirby got a rabbit
5) When the alarm blared for the third time, Daria leapt out of bed. She quickly brushed her teeth, slid into her clothes, grabbed her text books and raced to the bus.	a) Daria was going on a trip b) Daria was going to camp c) Daria was going to work d) Daria was going to school
6) Griffin pumped his legs and arms with all his might. The mud from his opponent's shoes slapped his face as he drew near. They crossed the finish line nose to nose.	a) Griffin won the race b) Griffin lost the race c) Griffin tied the race d) Griffin didn't finish the race
7) The crowd screamed as Jake strutted onto the stage. He took a seat, glancing at each band member. With his foot on a pedal, he tapped the base and twirled his sticks.	a) Jake plays the xylophone b) Jake plays the piano c) Jake plays a guitar d) Jake plays the drums

Crack the Case: Like a detective, can you solve the mystery inference?

Clue	Best Solution
8) The house lights dim and the velvet curtains part. Danielle reviews the script and hugs her fellow actors. She feels light and jittery as she steps into character.	a) Danielle directs the play b) Danielle watches a play c) Danielle wants to be in the play d) Danielle is in a play
9) Jenna rushed through the doors and quickly signed in. She anxiously peered up at the clock and realized that there had been no reason to hurry as there was spare time.	a) Jenna was late b) Jenna was early c) Jenna was on time d) Jenna missed her appointment
10) It is his final turn, and Daniel can win or lose. When the question is read, he blurts out his response and confidently moves his player forward.	a) Daniel just lost the game b) Daniel just finished the game c) Daniel just won the game d) Daniel just tied the game
11) Kelly grabbed her tools and ran over to the craft table. She picked up a pencil and etched designs across the surface of her soft, molded bowl.	a) Kelly drew a picture b) Kelly sculpted with clay c) Kelly was finger painting d) Kelly was making a scrapbook
12) Michael's eyes darted from player to player as he scuffed his feet on the mound. His weary arm and his tight shoulder ached as he mustered up the deciding pitch.	a) The game had just begun b) The game was half way through c) The game was almost over d) The game never started
13) Images filled Michelle's head as the creative ideas sprung to mind. Her thoughts transformed to words as she quickly captured them on the blank page.	a) Michelle drew a picture b) Michelle read a story c) Michelle watched a movie d) Michelle wrote a story
14) The white flakes glistened in the sun and streamed down through the sky. Wrapped from head to toe, Connor glared down at the steep slope as he prepared to exit the lift.	a) Connor was building a snowman b) Connor was riding a snowmobile c) Connor was skiing d) Connor was sledding

Crack the Case: Like a detective, can you solve the mystery inference?

Clue	Best Solution
15) Eamon kicked his feet and pounded his arms in the choppy surf. Drifting upon the surface, he dipped his face into the foaming crests and marveled at the rich, coral reef.	a) Eamon was swimming b) Eamon was snorkeling c) Eamon was scuba diving d) Eamon was fishing
16) Grabbing the basket, Hayden wandered down the trail. On either side, the bushes appeared speckled in red ornaments. He reached out two fingers and plucked a fruit.	a) Hayden was picking apples b) Hayden picked oranges c) Hayden picked raspberries d) Hayden picked blueberries
17) Zoë dipped the brush in the bright, orange paint. As she glided the bristles around the skylights, color trickled down her arms and droplets splattered across her face.	a) Zoë painted the walls b) Zoë painted the floors c) Zoë painted the ceiling d) Zoë painted her bed
18) Haley grabs the ball and spins around. Arms block her view, but she ducks and tosses to an open player. Then, Haley sprints down the court and waits below the net.	a) Haley plays soccer b) Haley plays basketball c) Haley plays dodge ball d) Haley plays football
19) Miles strained his eyes and glared at the crowd of pieces spread across the table. He grasped the top and looked at the colorful illustration. Perhaps this could help him.	a) Miles was doing a puzzle b) Miles ate Thanksgiving dinner c) Miles organized his shoes d) Miles was setting the table
20) Jillian taps the keyboard and scans the pages. As she finds what she wants, Jillian prints the documents. Later, she highlights and puts the information into her own words.	a) Jillian plays an internet game b) Jillian sends an email c) Jillian shops on the internet d) Jillian does a research project
21) Jaelin waited in the doctor's office for Roslyn's return. He paced back and forth, crossed his arms, and slouched into a chair. "How much longer could it be?" he wondered.	a) Jaelin was excited b) Jaelin was entertained c) Jaelin was bored d) Jaelin was having a great time

How Can I Make a Difference?

Consider doing a project or coming up with a fund raising idea so that you can make a difference in this world. Below you will find information about some of the organizations that contributed images to this workbook, as well as ideas about what you can do to help. Select one of these or find your own charitable organization and make a difference.

Abundant Forest Alliance: We all want abundant forests for our children and grandchildren. By planting enough trees to more than make up for what is harvested, we've helped American's forests increase by 12 million acres since 1987. See what you can do to help keep our forests thriving. Visit our website today: www.plantitforward.com.

Amnesty International: Amnesty International doesn't just reveal the outrage of human rights abuse but inspires hope for a better world through public action and international solidarity. There are many ways you can help us, including making a donation, joining Amnesty International and taking action. For more information go to: www.amnesty.org.

Baltimore National Aquarium: Visit the National Aquarium's website, www.aqua.org, to see how you can make a difference in the aquatic world.

Boys and Girls Club of Boston: We strongly believe in the valuable role that volunteers play in transforming the lives of our members. As little as one hour per week is all it takes to have a positive impact on a child's life. Every Club offers volunteer opportunities for adults to work directly with youth as mentors and tutors, and by providing career guidance, internships and college preparation support. We also welcome corporations seeking one day, project-based volunteer opportunities. For more information go to <http://www.bgcb.org/index.cfm>.

Habitat for Humanity (HFH): HFH International is a nonprofit, ecumenical Christian organization dedicated to eliminating substandard housing, homelessness worldwide and to making adequate, affordable shelter a matter of conscience and action. HFH is founded on the conviction that every man, woman and child should have a decent, affordable place to live in dignity and safety. Information about Kankakee County (Illinois) Habitat for Humanity and their "Jazz for Habitat" concerts can be found at www.KankakeeHabitat.org. Learn more about Habitat for Humanity International at www.Habitat.org.

Mothers Against Drunk Driving (MADD): MADD's mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. We encourage you to support MADD's mission by participating in any of our programs or awareness campaigns or by contacting elected officials and voicing support for life-saving anti-drunk driving and underage-drinking legislation. A donation or a gift of planned giving can also help make a difference in the lives of others. To learn more about how you can get involved, visit <http://www.madd.org/>.

Milwaukee Riverkeeper: Milwaukee Riverkeeper is a non-profit organization, whose mission is to protect water quality and wildlife habitat in the Milwaukee River Basin. Milwaukee Riverkeeper is a member of the Waterkeeper Alliance. As licensed, Riverkeeper, we identify sources of pollution, respond to citizen concerns, and work with our partners to solve problems impacting our rivers. We are the local scientist, advocate, spokesperson, and lawyer for our waterways. We are always looking for citizen volunteers to help us clean up our rivers, monitor water quality, help make community presentations, conduct storm drain marking, and/or participate in restoration projects within our watersheds. We also rely on our members and friends to support our work and would appreciate any financial or in-kind donations of products or services in support of our programs and projects. To learn more about what we do and what you can do to protect water quality, please visit www.milwaukeekeeper.org.

Phoenix Alliance: Tobacco is the leading preventable cause of death in the United States. To learn more and make a difference, visit www.fighttheugly.com or join us at www.utahphoenixalliance.org. The Phoenix Alliance is Utah's youth advocacy group, and provides Utah youth with the skills and knowledge to fight tobacco industry manipulation and to make educated choices about tobacco.

Salvation Army: Students, do not underestimate your power to change the world! The change happens little by little, and when you least expect it, all is transforming. Donating your old clothes, furniture, toys, books and other objects helps The Salvation Army and other institutions to provide jobs and opportunities for the poor, and they help to fund social programs. To learn more you can go to: www.salvationarmyusa.org.

Surfrider: The Surfrider Foundation is a non-profit, environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education. At the Surfrider Foundation National Office in San Clemente, CA, summer internships are available. Also, volunteers are always needed. Call 949-492-8170 or email membership@surfrider.org about volunteer opportunities at the national office. To learn more you can go to: www.surfrider.org.

Whale Dolphin Conservation Society (WDCS): Whale and Dolphin Conservation Society (WDCS) is the only global non-government organization dedicated solely to the protection and conservation of whales, dolphins and their habitats, with reliable research, a powerful and motivated supporter-base and the integrity and vision to secure a positive future for these incredible animals. We aim to reduce and ultimately eliminate the continuing threats to whales, dolphins and their habitats and to raise awareness of these wonderful animals and the need to protect them in their natural environment. Our work combines concern for the welfare of the individual animals with efforts to ensure the protection of entire species, populations and their habitats. We achieve our aims through political campaigning and lobbying, active conservation projects and world-class science, research and education initiatives. Established in 1987, WDCS is staffed by over 70 people, along with many more volunteers. We have offices in Argentina, Australia, Austria, Germany, the UK and the US and a worldwide network of consultants, researchers and supporters. Last year, we funded 43 conservation and research projects in 27 countries around the world. For more information, please go to www.wdcs.org.

World Wildlife Fund (WWF): From the Amazon to the Arctic, WWF is building a future where human needs are met in harmony with nature. Go to their website to learn how you can adopt an animal, make a contribution, take action and stay informed: <http://www.worldwildlife.org/>.

Answer Key

Advertisements

Image	Inference
1	a) Denver Water: implies that we should not waste water. We should use it conservatively. b) Conserve water.
2	b) Noise Pollution: implies that we need to protect dolphins from man-made noise pollution in the oceans. US Navy sonar, explosives, as well as tankers, boats, jet skis and oil exploration creates noise in our oceans that hurts the ears and organs of sea mammals. It can ultimately kill them. c) Voice your concerns so that we can stop people from making noise pollution in our oceans.
3	a) Legos: suggests that their product can be used to express and develop your imagination. b) It looks fun and it is an outlet for creativity.
4	a) Abundant Forest Alliance: is suggesting that the future of the forests rests within our children and the future of our children rests in the protection of our forests. Children have the power to plant trees for future generations. b) Plant trees for the next generation. c) Protect, respect and plant trees.
5	a) Amnesty International: is trying to communicate that people should not judge others on their appearances. b) Do not judge people on their looks. Prejudice is wrong.
6	a) MADD: implies that alcohol impairs your perception of the road and could cause an accident. b) Don't drink and drive.
7	a) Milwaukee riverkeeper: suggests that you should actively try to clean up your rivers. The image reminds us that a clean river can be a lot of fun because we can swim in it. Polluted water is not fun and must be avoided. b) Don't pollute your rivers.
8	a) Surfrider: implies that you should dispose of your garbage properly. If you chuck your garbage on the ground, even if it is as small as a cigarette butt, it will pollute our beautiful planet. b) Don't pollute our land - particularly our beaches.
9	a) The Boys and Girls Clubs of America: are implying that by giving them your time and support you can help disadvantaged children to create positive options in their lives.

	b) They are asking you to volunteer.
10	a) Australia Post: is implying that sending a handwritten letter shows that you care and it helps you stay connected with the ones you love. b) They are asking you to write more letters.
11	a) Tapping: is implying that the production of plastic bottles generates a lot of air pollution. b) Drink tap water.
12	a) Habitat for Humanity: is implying that by buying a ticket to this jazz concert, your funds will help to create new housing. b) Help eliminate substandard housing and homelessness.
13	a) National Campaign for Blood Donation: Saving another person's life is as easy as donating your blood. b) Donate your blood.
14	a) The City of Toronto: is implying that we need to help trees because there is too much pollution for them to handle. In addition, it implies that we should be riding bicycles instead of traveling in cars that use our resources and pollute our air. b) Save resources, save energy, and don't pollute the air.
15	a) China Healthcare: is implying that even small donations can help to create clean water supplies and improve living conditions to dry regions of China. b) Donate your money to help create clean water supplies.
16	a) The Anabell Foundation: is implying that many dolls represent unrealistic, unattainable and unhealthy body-types. Children then want to copy these images resulting in health concerns and eating disorders. b) Help to stop anorexia.
17	a) WWF, Tiger evolution: is implying that over time tigers have evolved into the creatures they are today, only to be killed for their fur. If we continue to exploit tigers for their hides, they will become extinct and this sequence of evolution will end. b) Don't buy fur.
18	a) WWF Sardines: implies that oil spills are polluting our oceans and contaminating food sources. If we eat these contaminated food sources, we will be passing the poisons onto our own bodies. b) Stop oil spills by conserving on oil and moving to more environmentally friendly fuel sources.
19	a) Salvation Army Newspaper: implies that many poor people in our world can not afford clothing. b) Donate your clothes.
20	a) Don't Vote, Freedumb: is implying that people should vote. Not voting is passive and therefore dumb. Just as a double negative suggests a positive (E.g., "Don't leave" - means stay) this image suggests that freedom is compromised if we choose not to vote. The double negative is the "dumb" in freedumb and the message "Don't vote." b) Vote.
21	a) Don't Vote, Health Care: is similar to ad #20 because it too presents a double negative that implies a positive. The first "negative message" is "The Health Care System" is written backwards which suggests that it is not functioning well. The second "negative message" is "Don't vote." When paired together, it implies that we should vote so can repair health care. b) Vote.
22	a) Don't Vote, Made in China: is similar to ad #20 and #21 because it too presents a double negative that implies a positive. The first "negative message" is that America imports so much from China that our country is practically made in China. The second "negative message" is "Don't vote." When paired together, it implies that we should vote so that we can make changes to improve our economy and manufacture more goods for our domestic benefit. b) Vote.
23	a) WWF Evolution: is implying that through man's evolution there has been no apparent threat of rising sea levels. However, due to man's recent activities, global warming is becoming a real problem. Now, our polar ice caps are melting and the sea levels are rising. b) Help stop global warming.
24	a) Salvation Army helicopter: is implying that the war on poverty is fought through your donations. Others can find real value in your old, unwanted goods. b) Donate your used furniture and other goods for those in need.
25	a) It's Scary How Much Time We Spend Inside: is implying that we spend too much time indoors on computers and watching TV. Instead we should go outside. b) Spend more time doing things outside.
26	a) It's Scary What We Put Into our Bodies: is implying that we should not eat junk food. The foods we find most tempting are monstrously bad for us. b) Eat nutritious food.
27	a) The National Aquarium in Baltimore: is implying that you will be amazed and pleased with what you perceive through all your senses when you go to the aquarium.
28	b) Go experience the National Aquarium in Baltimore.
29	a) WWF Tarzan: is implying that rainforests that were there yesterday could be gone tomorrow if we don't stop the loggers and also if we don't stop consuming the products.

	b) Help to stop the cutting down of the world's rainforests, recycle or reuse paper and cardboard and be thoughtful of other natural resources.
30	a) Clorets : is implying that their product will help to hide bad breath. b) They want you to buy Clorets so you can hide bad breath. A better solution is to brush your teeth regularly and avoid sweets. ☺
31	a) WWF Save Paper : is implying that using paper towels to dry our hands contributes to forest depletion in South America. b) Don't waste paper.
32	a) Utah Department of Health's Tobacco Prevention and Control Program - Rapunzel : is implying smoking is bad for your health, is unattractive and will ruin the possibility of a great life. b) Don't smoke.
33	a) WWF Ice cream : is implying that the world's icecaps are melting due to global warming. This could destroy our planet. b) Play an active role to stop global warming.

Product or store names

Item #	Inference
1	Bluemoon Coffeehouse : This implies that the Bluemoon Coffeehouse is unique. It will be hard to find another one like it.
2	Sleepys - mattresses : You will sleep really well on this mattress.
3	Huggies diapers : These diapers will "hug" your baby's bottom. It also implies that they will not leak.
4	Natures Gate Shampoo : This implies that the shampoo is made from all natural ingredients.
5	Bounty Paper Towels : This implies that you get a lot of paper towels in a roll and that they can clean up a lot of jobs.
6	Earth Friendly Cleaner : This implies that the cleaner offers safe ingredients that will not hurt the environment.
7	7-Eleven - corner store : When the store first opened, it implied that it was open from 7:00am to 11:00pm at night. Now, it's open 24 hours a day. Perhaps they should change their name to 24-Seven!
8	Bare Fruit - dried fruit : This implies that the only ingredient in this product is fruit and only fruit.
9	Joy Dish Detergent : This implies that this dish detergent works well and will make washing dishes a lot of fun.
10	Sunkist Oranges : This implies that the oranges were ripened in the sun (kissed by the sun).
11	Solid Gold dog food : This implies that this dog food is really special, of the highest quality, and expensive.

Automobile names

Item #	Inference
1	The Chevrolet Trail Blazer is a vehicle that is great for off-road driving.
2	The Dodge Caravan can handle a lot of cargo and is great for long journeys.
3	The Ford Escape can help you flee from your worries or problems.
4	The Ford Taurus is strong and tough like Taurus the bull.
5	The GMC Safari will be great for adventures like going on expeditions for hunting or exploring.
6	The Jeep Cherokee is powerful, self reliant and resourceful like a Cherokee Indian.
7	The Jeep Patriot will help you show your love for your country. By buying this car, you are supporting your country.
8	The Lincoln Navigator will guide your travels and lead you to your destination.
9	The Mercury Mountaineer can travel up mountains.
10	The Nissan Pathfinder is great for making trails where there are no roads.
11	The Nissan Titan King Cab is a huge vehicle that makes you feel like a person of exceptional importance.
12	The Saturn Relay is great for doing errands.
13	The Toyota Tundra can handle a tough and cold climate.
14	The Volkswagen Rabbit is really cute and quick.

Companies/slogans

Item #	Inference
1	Habitat for Humanity : Help someone help themselves. You can assist others in making their lives better.
2	Big Brothers Big Sisters : If you volunteer a little time, you will make a big difference in a needy child's life.
3	Yellow Pages : Your fingers can flip through the pages to find phone numbers and addresses that help you to locate people.
4	United States Environmental Protection Agency : Stop pollution and the degradation of our great planet.
5	Royal Airforce : The Royal Air force is the best in the world and one's participation will assure success and distinction.
6	Public Broadcasting Service : People like you pledge their financial support of public broadcasting so that it can continue into the future. This slogan is also used to indicate PBS's gratitude to the contributors.
7	US Navy : If you join the Navy, you will get to travel and have the experience of a lifetime.
8	Egg Marketing Board : Eat an egg before you go to work.
9	Oxfam : Be kind to other people.
10	The Mail on Sunday : This is a paper filled with news and interesting information and it keeps your attention with stimulating content.
11	Puget Power : Turn your lights off when not needed and save electricity.

12	United Negro Fund: Contribute to the United Negro Fund so that they can provide scholarships to needy students that wish to develop their talents through education.
13	US Army: The U.S. Army will help you to reach your true potential in life.
14	Peace Corps: The Peace Corp is very challenging but also very rewarding.
15	Unknown driving safety quote: It means that it's better to drive at a safe, sensible speed - even if that means you arrive late to your destination - than to meet an untimely death by driving too fast.
16	President Herbert Hoover's election slogan: Everyone will have food to eat and will get what they need.
17	Red Cross: The Red Cross helps people in crisis and they need your support right now.
18	World Wildlife Fund: The WWF wants to keep our planet clean and healthy.
19	Sierra Club: We should not use coal for energy because it is bad for the environment.
20	U.S. Dept. of Transportation: If you really are a friend, you wouldn't let your friends drink and drive.
21	Dogs Trust: If you are going to get a dog, make a life-long commitment.
22	UNICEF: We should take care of all children like they are our own.
23	Girl Scouts: Do something kind everyday.
24	Lifecall: Lifecall is a service that you can easily contact if you can't go for help and your life is in danger.
25	Relay for Life: This organization works around the clock to find a cure for cancer and they need your help right away because cancer does not stop taking lives.
26	Marines: If you join the Marines, you will be one of a select elite and you will feel proud.

Metaphors

Item #	Inference	Item #	Inference
1	The man is slow.	19	She married someone slow and lazy.
2	The cub is funny.	20	They had a very good relationship.
3	The kids were misbehaving and acting wild.	21	He had large muscles.
4	The boy is always on time.	22	It is a lie.
5	The bird is colorful.	23	The baby was bundled up in blankets.
6	The job is a lot of work.	24	I kept losing my focus.
7	The chair is enormous.	25	His eyes scanned the surface.
8	The steak is very tough.	26	He liked the idea and used it.
9	The road has a lot of curves.	27	The broken tree limb was sharp, reaching into the sky.
10	The trees have no leaves.	28	There was a flood around our car.
11	His room was a mess.	29	The penguin slipped into the ocean.
12	The pool is freezing cold.	30	The top of the temple is hidden in clouds.
13	The soda was overflowing.	31	The river flowed through the canyon.
14	You can't stop looking at her eyes.	32	The bee's legs lightly touched the flower.
15	The book is so good; you can not stop reading it.	33	The tornado destroyed the house.
16	My heart is looking for someone to love.	34	The days passed very slowly.
17	My mind is overwhelmed with thoughts.	35	The printer uses a lot of ink.
18	My mind is filled with happy thoughts.	36	The wind blew the leaf down the road.

The Word Game

Item #	Inference	Item #	Inference	Item #	Inference	Item #	Inference
1	tree	11	aluminum foil	21	nail	31	candle
2	socks	12	button	22	teabag	32	tongue
3	microwave	13	camera	23	Sunday	33	cactus
4	paperclip	14	onion	24	mailbox	34	bed
5	bubble	15	sword	25	telephone pole	35	corn
6	waterfall	16	saw	26	glasses	36	grass
7	ear	17	piano	27	office	37	guitar
8	chair	18	time	28	Statue of Liberty	38	penny
9	book	19	submarine	29	yoyo	39	diaper
10	telephone	20	light bulb	30	smile	40	trampoline

Crack the Case

1) b	4) b	7) d	10) c	13) d	16) c	19) a
2) d	5) d	8) d	11) b	14) c	17) c	20) d
3) a	6) c	9) b	12) c	15) b	18) b	21) c

Purpose: The purpose of this workbook is two fold. On the one hand, fun, multisensory activities help students understand and master the complexities of inferences or implied meaning. On the other hand, this workbook also offers hidden messages or inferences which are embedded in the exercises. Images and slogans, for example, are presented that uncover topics that can help to guide our children/students towards healthy living, benevolent actions and awareness of some of the many injustices and challenges we face around the globe. The ultimate inference is social consciousness and healthy living.

Throughout education much of our childrens' energy is funneled into projects that do not go beyond the classroom or their literal meaning. However, by encouraging assignments that inspire action and weaving in a positive message, learning can be both exciting and enlightening. Children love to be recognized, so let's teach them how to "pay it forward."

At the end of the book, some of the contributing organizations provided statements regarding what people can do to make a difference. I hope that teachers, parents and students will be inspired to select an organization or two and do some research about how they can make a difference in our world.

About the Author: Dr. Erica Warren has always aspired to empower the spirit of those who struggle with learning. After completing a bachelors in fine arts and a masters degree in Educational Psychology, Dr. Warren tailored a special doctoral degree program that combined course-work and research in Special Education, School Psychology, and Adult Education.

In 1999, Dr. Warren opened the doors of Learning to Learn in Ossining, NY. What started as a private practice to help individual students maximize their learning potential and find joy in the learning process, blossomed into a place where students, parents, teachers and schools can receive educational support, materials, training and advice. Her website, www.learningtolearn.biz offers an ever-growing wealth of information, links, materials and support.

- Multisensory Multiplication and Division to Melodies CD
- Vowel Combinations Made Easy
- Reversing Reversals
- Learning to Follow Directions - Beginners and Intermediate
- The Eclectic Learning Profile (Learning Styles Inventory/Instruction)
- Hey, What's the Big Idea - A Main Idea and Detail Game
- Word Shuffle - An Executive Functioning & Language Skills Game
- 5 W's Detective - A Sentence Building Game
- Planning, Time Management and Organization for Success
- **Coming Soon:** Reading Games: Make all Phonics and Orton Gillingham Based Reading Programs Multisensory and Fabulously Fun

