

Reading Journal

Copy + Paste this template into a different document (do not try to type directly on it). Then fill it out and post to your blog.

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| Title of Article + Proper MLA Citation for Works Cited page | Sponsors of Literacy Brandt, Deborah. "Sponsors of Literacy." <i>College Composition and Communication</i> , Vol. 49, No. 2, 1998, pp. 166-172. |
| Summarize the article -- include your reaction, thoughts, anything to help you remember its claims. 100 to 150 words | In her article, Dr. Brandt addresses the idea that literacy is sponsored at a young age by those that children look up to. She explains it is not the form of sponsorship that involves money but rather it is how they leave an impact on the literacy of young learners and students. She writes about how you can see the effects of those "sponsorships" to this day. An example she provides is that Baptist Churches supported and worked with African Americans in slavery to teach them english. Furthermore, Dr. Brandt writes about the similarity of sponsorships in the commercial world and the literary world, more specifically the competition between sponsorships. She explains that the competition between sponsorships is what has caused the need for premier literacy skills to make it far in the economic and political world. Dr. Brandt then explains how that competition results in an inequitable distribution of education between demographics like socioeconomic classes and races because of these sponsors. |
| Define new terms and concepts by quoting or paraphrasing the original author. | Ambivalent- Having mixed feelings or contradictory opinions about someone or something. "Pragmatic, instrumental, ambivalent, patron-client relationships integrated otherwise antagonistic social classes into relationships of mutual, albeit unequal dependencies." (Brandt 168). |

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| How does this reading connect to other articles from class and/or your own research? | I believe this reading connects to the earlier reading about the Mothertongue by Peter Elbow. I think this helps explain why there is such a negative connotation associated with forms of english dialect that are different from the standard one. This article helps explain that the sponsorships are the reason for that as each sponsorship will affect the english vernacular and dialect of each community it is associated with differently. |
| Based on the reading, craft one question to act as a springboard for class discussion. | What are some sponsorships on our literacy that we remember having a role in our learning as children? |