Mall Matters

Literacy Grade 6 Performance Task

Student Name: ________________________________________________________________

Student ID: __________________________________________________________________

School: _____________________________________________________________________

Teacher Name: _________________________________________________________________

Task Description

Task Overview

Malls across the country have been adopting and extending escort policies to ensure a safe, family friendly shopping experience. However, there is some controversy as to whether these policies could potentially harm business or violate kids’ rights.

You are going to read the text “Mall Matters.” While you are reading, annotate text, highlight or underline key ideas. After reading, you will complete an analysis chart, and respond to two text-based questions to demonstrate your understanding of the text. You will have 45 minutes to read the text and complete the performance tasks.

Materials

- Highlighter (Or colored pencil or colored pen)
- Pen or pencil
- Student Answer Document

Directions

1. Read the text and complete the analysis chart in which you will identify one central idea and two details that support the central idea.
2. Write an analysis of how the details support the central idea you chose in Part One.
3. Answer two text-based questions.
Mall Matters

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Mall matters

*Current Events, a Weekly Reader publication, April 2, 2007*

When you are heading to the mall for a night of flirting, shopping, and hanging out with friends, you probably aren't keen on having your mom or dad tagging along, right? Well, many malls are requiring just that. The Mall of America, located in Bloomington, Minn., for example, adopted a youth escort policy in 1996. On Fridays and Saturdays from 4 p.m. to closing, kids 16 and under must be accompanied by an adult who is at least 21 years old. About 40 malls have adopted similar policies, including 15 in the past two years. Dozens more malls are considering escort policies. Officials say these policies keep rowdy kids quiet and make malls more family friendly. But not everyone thinks escort policies are a good idea. Some critics say there are other ways to address the problem of disorderly kids, and others argue that it's not fair to punish all kids for the actions of a few.

Family Fun

Mayfair Mall in Wisconsin recently adopted a weekend escort policy to cut down on the number of unruly kids trolling mall halls. "The goal is to enhance the ability to provide a comfortable ... atmosphere and reduce disruptions," says mall spokesperson Nancy Conley. "We know people of any age can still do disruptive things. We're just hoping this policy will have a positive effect on the overall shopping experience." Some mall operators say groups of rowdy kids drive away business. "[Teens] are loud. They cuss. They have attitude," Amy Bailey, who manages a silver shop at Missouri's Westfield South County mall, told the St. Louis Post-Dispatch. "I don't have any real buyers. I just have a bunch of kids." Malls don't exist just for kids to hang out together, say shopping-center owners. Malls are places to shop. "Teen consumers aren't the only ones out there. The mall should be a family-friendly place," Patrice Duker, spokesperson for the International Council of Shopping Centers, told the Atlanta Journal - Constitution.

A Refuge

Escort policies aren't necessary to control rowdy kids, some people say. The Westfield Connecticut Post mall in Milford, Conn., uses an increased police presence and more security to curtail disruptions. "We want to make certain that the mall is a safe place to go. We also ask that parents take responsibility for their kids ... so that if they are going there, they have a reason to be there," Mayor James Richetelli Jr. told Current Events. Experts say that malls are among the few places where kids feel that they belong. "Teens don't really feel like there are lots of places for them. They don't want to hang out at home," Rob Callender of the marketing research firm Teen Research Unlimited told USA Today. "They can't go to a bar or nightclub, obviously." Some teens also say that escort policies unfairly label all teens as troublemakers. Christina Savage, 17, is one of many teens who work at a mall. "It's wrong to generalize that every teenager is immature," Savage told the Atlanta Journal-Constitution.

Notes Behind the News

* The Mall of America in Bloomington, Minn., was among the first malls to institute a youth escort policy. The policy, which began in 1996, requires that children 16 and younger be escorted after 4 p.m. on Fridays and Saturdays.
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* Escort policies vary. For instance, at Eastfield Mall in Massachusetts, the policy is effective every day after 5 p.m. and applies to those 15 and under. Hunt Valley Towne Centre in Springfield, Md., requires escorts for all customers under 17 after 9 p.m. every night.

* Some retailers are concerned that escort policies could drive away teen business, hurting profits. Teens in the United States spent an estimated $158 billion in 2005, the latest year for which data are available.

* The First Amendment guarantees freedom of speech and the right to assemble peaceably. Some say, however, that the Bill of Rights does not apply, because malls are private property. Others say that malls have replaced the town square of yesterday and could be considered public places.

Source Citation
**Part 1**

**Directions:** Use the text above to complete the analysis chart below. Determine a central idea of the text and provide two pieces of textual evidence that support the central idea. Then analyze how the central idea is developed over the course of the text.

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<thead>
<tr>
<th>CENTRAL IDEA (Part 1a)</th>
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<table>
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<tr>
<th>TEXTUAL EVIDENCE #1 (Part 1b)</th>
<th>TEXTUAL EVIDENCE #2 (Part 1b)</th>
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**ANALYSIS**
Part Two
What can you infer about the Mall of America before the escort policy was adopted? Use your own inferences and textual evidence to support your answer.

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Part Three
Why would store owners at the mall have conflicting views about the youth escort policies? Use your own inferences and textual evidence to support your answer.

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