CARTOONS for Grown-Ups

by Jacob Miller

1 On September 29, 1959, the American Broadcasting System (ABC) aired the first cartoon on prime-time television.[1] *Rocky and His Friends* starred a playful flying squirrel named Rocky and his sidekick, Bullwinkle the Moose. These talking animals lived in the present-day (and imaginary) small town of Frostbite Falls, Minnesota. The pair faced tense situations caused by two mischievous Russian agents, Boris Badenov and Natasha Fatale. Their adventures created many amusing stories. This cartoon, later called *The Bullwinkle Show*, inspired a feature film, comic books, and generations of fans.

2 A year later, another prime-time cartoon premiered on ABC: *The Flintstones*. Unlike *The Bullwinkle Show*, *The Flintstones*' main stars were humans. Fred and Wilma Flintstone and their neighbors Barney and Betty Rubble lived in the town of Bedrock. Much of the humor stemmed from the characters' use of modern technology in a stone-age setting. Like *The Bullwinkle Show*, *The Flintstones* also inspired films, comics, and fans.

3 Despite their differences, *The Bullwinkle Show* and *The Flintstones* followed similar recipes for success. Both shows had clever dialogue and interesting characters. They were simple enough for young children but sophisticated enough for adults. Those reasons are why the cartoons succeeded in the 1960s. It's also why cartoons such as *The Simpsons* appeal to both adults and children today.

[1] **prime-time television:** shows aired in the evening to interest large audiences

Close Reader Habits

How are the ideas organized in the passage overall? **Circle** words that signal the type of text structure used.

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Think

Use what you learned from reading the article to respond to the following questions.



As you read, ask: How are the ideas organized? How does the structure help to make the writer's ideas clear?

1 This question has two parts. Answer Part A. Then answer Part B.

Part A

How does the structure of the passage help readers understand more about *The Bullwinkle Show* and *The Flintstones?*

A By presenting the effects of showing the cartoons at night, the passage explains why more viewers watched the cartoons.

B By describing details about the cartoon shows, the passage shows how fans can use new ideas to create comic books and feature films.

C By giving contrasting details about the two cartoon shows, the passage draws attention to the different types of people who liked each show.

D By pointing out that the cartoons were alike and different, the passage makes it clear that both shows were popular for similar reasons.

Part B

Underline **two** details from paragraph 3 of the passage that **best** support the answer in Part A.

Talk

2 How is most of the passage organized? Use the Venn diagram on page 223 to compare and contrast details about the two shows.

Write

3 **Short Response** Use the information in your Venn diagram to explain the overall text structure in the passage. Use at least **two** details from the passage to support your explanation. Use the space provided on page 223 to write your response.

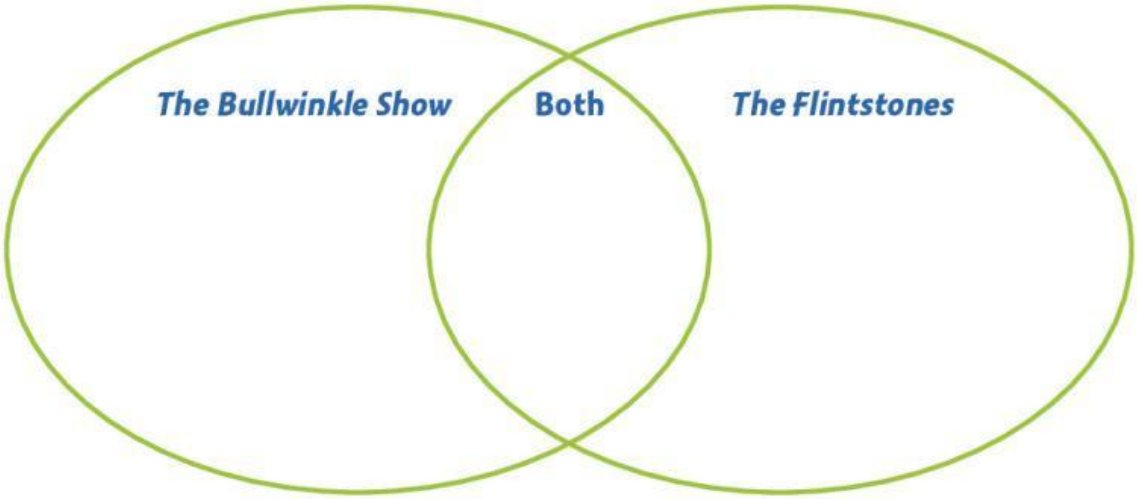
HINT Which details describe how the two television shows are similar and different?

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2 **Use the Venn diagram below to organize your ideas.**



Write **Use the space below to write your answer to the question on page 221.**

3 **Short Response** Use the information in your Venn diagram to explain the overall text structure in the passage. Use at least **two** details from the passage to support your explanation.

HINT Which details describe how the two television shows are similar and different?

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