
Des ressources spatiales pas si effrayantes rendent l'apprentissage prscolaire amusant

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Cette nuit d'Halloween, les futurs explorateurs descendront sur les trottoirs pour des aventures farfelues et la NASA et ses partenaires leur permettront d'« essayer » plus facilement des identités d'aventuriers et de pionniers de l'espace.

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La curiosité et le frisson de la découverte peuvent susciter un amour permanent de l'exploration, même chez les plus jeunes enfants. Les enfants découvrent le monde qui les entoure par le jeu et de nouvelles expériences. En nourrissant leur curiosité et leur imagination innées, les adultes de leur vie peuvent les aider à s'engager dans la science avant l'âge de 5 ans, en développant une base solide sur laquelle s'appuyer lorsqu'ils entrent dans la maternelle à la 12e année.

Un régal pour les parents et les petites citrouilles, l'application d'apprentissage Noggin de Nick Jr. apporte des ressources inspirantes en collaboration avec la NASA aux enfants d'âge préscolaire. La NASA et Noggin ont commencé à travailler ensemble en 2020 pour mettre en évidence les carrières et les concepts spatiaux par le biais d'interactions en direct, de vidéos, de jeux, etc. Une interaction en direct avec des astronautes à bord de la Station spatiale internationale comprenait des questions fournies par des écoles maternelles à travers le pays, et l'épisode Rhymes Through Times "My Best" présente les légendes de la NASA Katherine Johnson et Guion Bluford, Jr. tout en démontrant la puissance des mathématiques dans l'exploration spatiale.

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Alors que les nuits s'allongent et que les activités effrayantes de la saison se déroulent sous les étoiles et au clair de lune, octobre est le moment idéal pour initier les tout-petits à l'amour de la science spatiale. Voici quelques activités amusantes que les familles peuvent faire ensemble pour "espacer" cet Halloween !

- Sculptez ou coloriez une citrouille astronomiquement cool avec des pochoirs de citrouille sur le thème de la NASA. Besoin de plus d'inspiration ? Laissez-vous inspirer pour créer une citrouille d'Halloween comme un ingénieur de la NASA.

- Vous cherchez un déguisement hors du commun ? Fabriquez un masque de planète.
- Découvrez des sites surnaturels dans notre propre galaxie.
- Dites "bonne nuit" à la Lune lors de la nouvelle lune du 25 octobre avec la lecture de "Goodnight Moon" par l'astronaute de la NASA Thomas Marshburn à bord de la Station spatiale internationale. Organisé par Crayola Education en collaboration avec la NASA et HarperKids, cet événement Read Along, Draw Along ™ plus tôt cette année a marqué le 75e anniversaire du livre pour enfants bien-aimé.
- En attendant l'arrivée de la Grande Citrouille, découvrez la vie dans l'univers avec "Snoopy in Space", un programme basé sur les STEM développé par Peanuts Worldwide et la NASA. Gardez également un œil sur les observations de Snoopy lors de la prochaine mission Artemis I, car Snoopy lui-même s'envolera vers la Lune en tant qu'indicateur d'apesanteur à bord de la capsule Orion sans équipage.
- Visitez la page Célébrez Halloween avec la NASA du Jet Propulsion Laboratory pour plus d'idées amusantes.

L'agence propose également des terrains de jeux en ligne sécurisés que les enfants d'âge préscolaire peuvent explorer avec leurs adultes. Le NASA Kids Club encourage les enfants à découvrir la NASA et ses missions à travers des jeux et des activités inspirants, une galerie d'images spatiales fascinantes, et plus encore. NASA Space Place propose des jeux amusants et des activités engageantes, des vidéos et des histoires, y compris des documents en anglais et en espagnol.

Editor: Helga Schmidt

Be found - Be connected

Digital marketing refers to any marketing activity that uses digital channels to promote a product, service, or brand. Digital channels include search engines, social media platforms, email, mobile apps, websites, and other digital media. Digital marketing is important because more and more people are spending time online, and businesses need to reach their target audience where they are spending their time.

These are just a few examples of digital marketing strategies. The key to a successful digital marketing campaign is to identify your target audience, select the right channels, create valuable content, and track and measure your results to continually improve your strategy.

SEO

SEO, or search engine optimization, is a digital marketing strategy that involves optimizing your website and its content to rank higher in search engine results pages (SERPs) and drive more organic traffic to your site. The goal of SEO is to make it easier for search engines like Google to understand what your website is about and to provide valuable and relevant content to users who are searching for information related to your business or industry.

SEO is an ongoing process that requires continuous monitoring, tracking, and optimization to achieve and maintain high search engine rankings. It's also important to keep up-to-date with the latest SEO best practices and algorithm updates to ensure that your website stays ahead of the competition.

PPC, or pay-per-click advertising

PPC, or pay-per-click advertising, is a digital marketing strategy that involves placing ads on search engine results pages (SERPs) or social media platforms and paying for each click on the ad. PPC ads are typically shown at the top or bottom of search engine results pages, or within social media feeds, and they are marked as ads to differentiate them from organic search results.

PPC advertising works on an auction system, where advertisers bid on the keywords and phrases they want to target, and the ad platform (such as Google Ads or Facebook Ads) selects the winning ad to display based on a variety of factors, including bid amount, ad quality, relevance, and other factors.

PPC ads can be highly targeted, allowing businesses to reach specific audiences based on demographics, interests, behaviors, and other factors. They can also be optimized for specific goals, such as driving website traffic, generating leads, or increasing sales.

PPC advertising can be complex and requires ongoing monitoring and optimization to achieve the best results. It's important to have a clear strategy, set realistic goals, and continually test and refine your campaigns to ensure they are delivering the best possible results.

Social media marketing

Social media marketing is a digital marketing strategy that involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to build brand awareness, engage with customers, and drive traffic to your website.

Social media marketing typically involves creating and sharing content, such as images, videos, and text-based posts, that are designed to engage and entertain your audience, promote your products or services, and build brand loyalty. Social media marketing also involves interacting with your followers and responding to their comments and messages.

To be successful in social media marketing, it's important to have a clear strategy, set measurable goals, and consistently create and share high-quality content that resonates with your target audience. It's also important to track and measure your results and continually refine your approach to ensure you are achieving the best possible outcomes.

Email marketing

Email marketing is a digital marketing strategy that involves sending targeted emails to your subscribers or customers to promote your products or services, build relationships, and drive conversions. Email marketing can take many forms, including newsletters, promotional emails, product updates, and more.

To be successful in email marketing, it's important to have a clear strategy and set measurable goals. This involves building a quality email list of subscribers who have opted-in to receive emails from your business, creating engaging content that resonates with your audience, and consistently testing and optimizing your campaigns to achieve the best results.

It's also important to comply with email marketing regulations, such as the CAN-SPAM Act, by including clear opt-out links and contact information in your emails and avoiding misleading or spammy messaging.

Content marketing

Content marketing is a digital marketing strategy that involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.



Content marketing can take many forms, including blog posts, videos, infographics, podcasts, social media posts, and more. The key is to create content that provides value to your target audience and aligns with your business objectives.

To be successful in content marketing, it's important to have a clear strategy and set measurable goals. This involves identifying your target audience, understanding their needs and interests, and creating content that aligns with their preferences and expectations.

It's also important to consistently create and share high-quality content that is optimized for search engines and promoted through social media and other channels. This involves creating a content calendar, conducting keyword research, and leveraging analytics and other tools to track and measure your results and continually refine your approach.

Affiliate marketing

Affiliate marketing is a digital marketing strategy where a business partners with an affiliate or publisher to promote its products or services in exchange for a commission on sales or leads generated through the affiliate's efforts. This means that the affiliate promotes the business's products or services on their website or other digital channels and earns a commission for each sale or lead that they refer.

To be successful in affiliate marketing, it's important to choose the right affiliates and build strong relationships with them. This involves identifying affiliates who are a good fit for your business and who have an audience that aligns with your target market.

It's also important to provide affiliates with high-quality promotional materials, such as banner ads and product descriptions, and to track and measure the results of your affiliate marketing campaigns to continually refine your approach and optimize your results. Additionally, it's important to comply with relevant laws and regulations, such as the Federal Trade Commission's guidelines on endorsements and testimonials.

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NASA, James Webb, Hubble Space Telescope

Address 111 Av du Main

Contact Person Marketing

Mobile Number 646660078

Email marketing@bleu7.com

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