

# Unit 2

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Reader's Notebook

### Viewing Advertising

#### Before Reading

1. What is the product? Who is the target audience?

Samsung III smart phone. People in mid twenties, just starting family.

#### During Reading

1. Which part of the poster is the ad? How can you tell?

The billboard, colors used, words invite people, font is different sizes.

2. What is the purpose of the left-hand side of the poster? What does it show?

It shows the planning of the ad.

3. What strategies did you use to help you understand this advertisement?

Answers will vary - I read the words, used what I know.

### After Reading

1. Did you use any of the strategies that Nancy used to examine the ad? Which ones?

Answers will vary - I used two and six.

2. How does thinking aloud help connect written and visual information that is shown together?

It allows you to verbalize what you are viewing.