

Unit 2

Name: _____

Date: _____

Reader's Notebook

The Kid from the Commercial

Before Reading

1. Why do you think this selection was included?

2. What might happen if your favorite TV commercial character came to visit?

3. Make a prediction about this selection.

After Reading

4. What two points of view is the author intending to show?

5. What do you think the author is trying to suggest about commercials through Will's words and actions?

6. What do you think the author is trying to suggest about consumers through Arnold's words and actions?

7. Do you think the author accurately shows the power of advertising through Will's and Arnold's thoughts and actions?