

# Unit 2

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

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

## Reader's Notebook

### The Kid from the Commercial

#### Before Reading

1. Why do you think this selection was included?

We have been looking at ads and a commercial is a type of ad.

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

I might introduce him or her to all of my friends, I might get to know the real person behind the character and not like them.

3. Make a prediction about this selection.

I think it will be about what a boy from a commercial is like in real life.

## After Reading

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

One point of view is that of an advertiser and the other is that of a consumer.

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

That anyone can be in a commercial; they just have to do what they are told. Commercials are annoying and don't really listen to what the consumer wants.

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

Consumers need to understand the truth behind the ad and the truth about any person in an ad.

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

Yes, I see the advertisements are continuous and can be annoying but really don't ever go away. However, they can be ignored.