

Unit 6

Name: _____

Date: _____

Reader's Notebook

Branding Canada

Before Reading

1. What do you think the phrases on the strips of paper and notepads on pages 150 and 151 are for?

These are all examples of slogans to advertise Canada.

2. What do all these strips of paper have in common?

They say something about Canada's animals or wilderness.

3. Why do you think the drawings on page 153 of **Literacy in Action 5** have been created?

These are all sample logos for advertising Canada.

During Reading

Episode 1

1. What does the expression “branding Canada” mean?

Coming up with a brand (slogan, logo, etc.) to advertise Canada to the world.

2. What is the purpose of Moose and Goose’s task?

To come up with a slogan or logo to represent Canada.

3. Why does Moose suggest they take a break?

Moose and Goose are getting off task and their ideas are getting worse.

Episode 2

1. What is a logo?

A logo is a picture that represents a company, store, etc.

2. Why does Moose suggest they take a break?

Their ideas are getting worse and less focused.

After Reading

1. Which slogan or logo would you have chosen? Why?

Answer will vary. Student must have a good supporting statement for the logo they have chosen.