

Unit 6

Name: _____

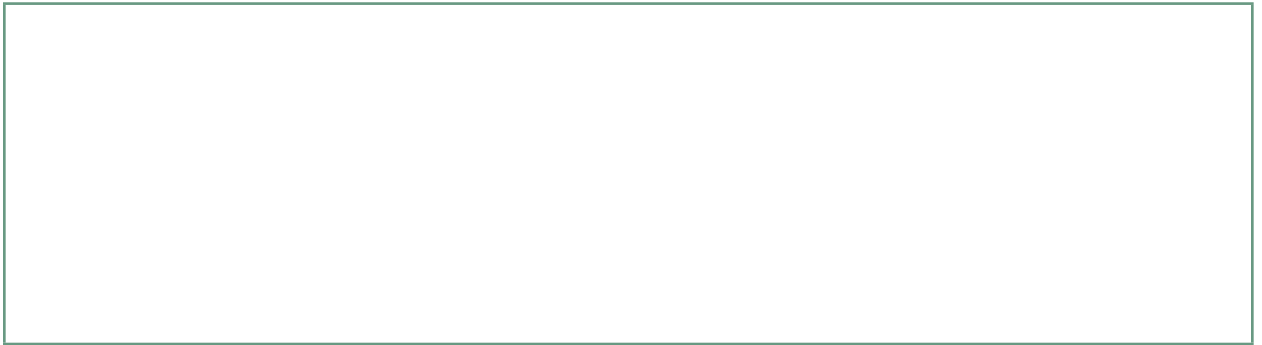
Date: _____

Reader's Notebook

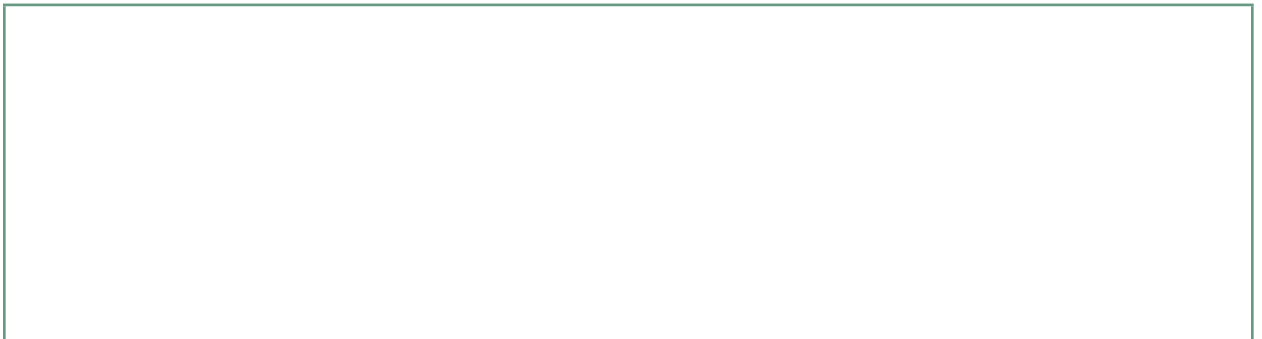
Branding Canada

Before Reading

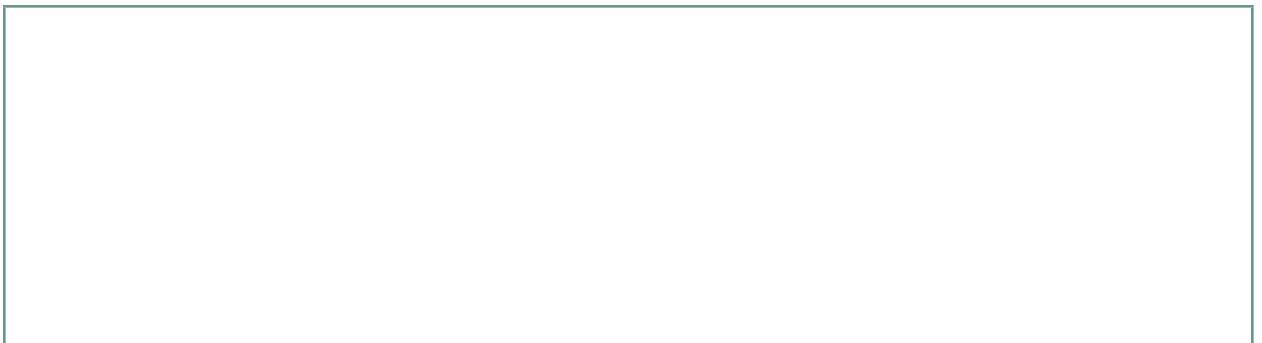
1. What do you think the phrases on the strips of paper and notepads on pages 150 and 151 are for?



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



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



During Reading

Episode 1

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

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

3. Why does Moose suggest they take a break?

Episode 2

1. What is a logo?

2. Why does Moose suggest they take a break?

After Reading

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