**Unit 2**

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| Name: |  |
| Date: |  |

**Reader’s Notebook**

Ad Smart

# Before Reading

1. Imagine yourself playing in an adventurous and fun way. Where are you playing?

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1. Without looking up information or asking anyone else for help, identify ten Alberta wildflowers, birds, and trees.

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1. Now, without looking up information or asking anyone else for help, identify ten company brands or logos (such as the ones for food like the Big Yellow M in MacDonalds, cars, clothing labels, toys based on movies etc.).

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1. Was it easier to identify outdoors images, or company images? Did you imagine your play to be indoors or outdoors?

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1. When was the last time you asked your parents to buy something because your friends had it, or because you saw it advertised? What does this say about the power of advertising on you?

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# During Reading

* 1. How many locations for ads do you see in the collage of pictures on pp. 64-65? What does this say about advertising?

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* 1. Who is going to buy (target audience for) the items in the ads on pp. 64-65?

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* 1. What do you think it means to be ad smart? Use evidence from the text on p. 65.

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# After Reading

1. Why might it be important to be ad smart?

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