**Unit 2**

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| Name: |  |
| Date: |  |

**Reader’s Notebook**

**YOU are the Target!**

1. Look at the pictures on p. 78 and 79. Who is the target audience for the hockey board advertisements?

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1. Why do advertisers use publicity blitzes or repetition of their product name?

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1. How do advertisers use emotion to sell their products? What specific details are used in the television advertisement on p. 81 to create an exciting mood?

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1. Is the location of advertising important? For example, how do advertisers benefit from placing their ads around hockey rinks?

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1. In your opinion are there places where advertising does not belong? Why not?

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