**Unit 2**

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| Name: |   |
| Date: |  |

**Reader’s Notebook**

**Selling Shoes – and Style!**

1. Define the following words using the dictionary or an Internet dictionary. Then, you may choose to find or draw an appropriate picture to show the meaning of each word.

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| Entry Word | Dictionary Definition | Picture |
| Flattery |  |  |
| Stereotype |  |  |
| Logo |  |  |
| Fact |  |  |
| Expert |  |  |
| Slogan |  |  |
| Jingle  |  |  |
| Hook (as in advertising) |  |  |

1. Does the advertisement on pp. 66-67 appeal to you? Why or why not? Refer to the advertising techniques listed on p. 67.

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1. What do you think advertisers see as important to people your age?

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1. What might be different about this ad if it were targeted at people who are your grandparents age?

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