

Unit 2

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.

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

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

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

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