Unit 2

Name: _____

Date: _____

Reader's Notebook

Viewing Advertising

Before Reading

1. What are the three questions you can use in read-aloud to analyze an advertisement?

During Reading

2. In your opinion, is this an effective advertisement? Why or why not?

3. Why is it important to use details to support your opinion?

After Reading

4. Why is it important to analyze an advertisement before evaluating it?