

Unit 2

Name: _____

Date: _____

Reader's Notebook

Truth in Advertising

Before Reading

1. What do all of the commercials shown have in common?

2. Why do you think advertisers use celebrities to endorse their products?

3. What do you think is the purpose of the 'Truth in Advertising' graphic story?

During Reading

- 1. How do the graphics help tell the story?

- 2. What information is not included in the ad?

After Reading

- 1. Why would the advertisers want Lanny Chow to appear in their ad? What ideas are suggested by his presence in the ad?

2. Who benefits from the Tropical Blaster ad?

3. Does the ad itself (not the story) state anything true or false about these points?

- a. Lanny Chow likes the drink.

- b. Tropical Blaster is a healthy drink.