**Unit 2**

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| Name: |  |
| Date: |  |

**Reader’s Notebook**

Ad Smart

# Before Reading

1. Imagine yourself playing in an adventurous and fun way. Where are you playing?

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| Answers will vary. Typically an older generation will imagine time spent outside on a playground or in nature. A younger generation might imagine playing indoors at a theme park or playground like Chuck-E-Cheese’s or Disneyland etc. |

1. Without looking up information or asking anyone else for help, identify ten Alberta wildflowers, birds, and trees.

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| Answers will vary. If you identify 10, excellent work. |

1. Now, without looking up information or asking anyone else for help, identify ten company brands or logos (such as the ones for food like the Big Yellow M in MacDonalds, cars, clothing labels, toys based on movies etc.).

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| Answers will vary. |

1. Was it easier to identify outdoors images, or company images? Did you imagine your play to be indoors or outdoors?

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| Likely it was easier to identify company logos than outdoor images. If you imagined your play to be indoors, such as an indoor playground, think about how easy it is for advertising to influence you because of how much you see advertising. People retain 65% of visual information. |

1. When was the last time you asked your parents to buy something because your friends had it, or because you saw it advertised? What does this say about the power of advertising on you?

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| Answers will vary. However, consider that advertisers want you to nag your parents purchase a product. This can cause arguments if or when your parents say no. Many students say a good day does not include arguments with family. So, does advertising contribute to a bad day?  Very often, you are disappointed with a product which can lead to unhappiness. For example, if you are bullied at school and think that buying an iphone will make you cool and fit in, and it does not work, students can become more unhappy. |

# During Reading

* 1. How many locations for ads do you see in the collage of pictures on pp. 64-65? What does this say about advertising?

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| You should have counted approximately 15 locations. This suggests advertising is everywhere everywhere you look - on clothing, on cars, on food, in restaurants, on windows, in newspapers etc. |

* 1. Who is going to buy (target audience for) the items in the ads on pp. 64-65?

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| You are the target audience of advertisers. |

* 1. What do you think it means to be ad smart? Use evidence from the text on p. 65.

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| It means to understand what ads are selling and how they influence consumers. "You're a very important customer...Advertisers spend $2.7 billion per year promoting their messages - and trying to sell you on what's ultimate in cool." |

# After Reading

1. Why might it be important to be ad smart?

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| Advertisers persuade us to buy an item so they can make more money. This may not always be in our best interest. It's important to understand that ads are used to influence - consumers need to check out products before we buy them or we may be disappointed. |