**Unit 2**

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| Name: |  |
| Date: |  |

**Reader’s Notebook**

**YOU are the Target!**

1. Look at the pictures on p. 78 and 79. Who is the target audience for the hockey board advertisements?

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| The target audience is YOU as the title suggests. More specifically, people who attend hockey events or see the events on television (hockey fans) are the target audience. |

1. Why do advertisers use publicity blitzes or repetition of their product name?

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| Advertisers repeat information to make sure you (the consumer) know the name of what they are selling. |

1. How do advertisers use emotion to sell their products? What specific details are used in the television advertisement on p. 81 to create an exciting mood?

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| Advertisers use emotion to link their product with a fun event so that you remember their product, think well of it, buy it, and convince others to buy it. |

1. Is the location of advertising important? For example, how do advertisers benefit from placing their ads around hockey rinks?

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| Yes, the location is important. Locations are important because they provide the setting or background for the ad.  For example, it would look quite silly if there was an ad of a downhill skier at a swimming pool.  More importantly, a good location is one that a lot of people see. Hockey advertisers are successful because you have to follow the play around the ice and you always see the boards and their ads in the background.  The food ads would make people hungry. The shoe ads would make people want to buy those types of shoes. Advertisers benefit by making money. |

1. In your opinion are there places where advertising does not belong? Why not?

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| Yes, there are places advertising does not belong, for example in nature, or in school. Advertising at school is dangerous because children have no choice but to be in school and it is too manipulative or like using propaganda for bad purposes of big companies. |