

# Unit 2

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Reader's Notebook

### Truth in Advertising

#### Before Reading

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

They all have celebrities endorsing the products.

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

Increases sales.

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

Teach students that some ads are not entirely truthful because of what they don't say.

## During Reading

1. How do the graphics help tell the story?

Shows the many types of ads, moves the story forward.

2. What information is not included in the ad?

The drink contains as much sugar as a pop.

## 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?

The drink tastes good and is good for them because an athlete is enjoying it.

2. Who benefits from the Tropical Blaster ad?

The company that produces it.

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

- a. Lanny Chow likes the drink.

No.

- b. Tropical Blaster is a healthy drink.

No.