**ADLC | Language Arts 5 | Unit 2**

**Unit 2**

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| Name: |   |
| Date: |  |

**Reader’s Notebook**

Online Marketing Strategies

# Before Reading

1. If students spend more time on the Internet, will they be better at skimming and scanning than those who read books? Explain your reasoning.

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| Answers will vary. Some people believe that by quickly clicking on links and seeing a great deal of information, our brains are changed to become more efficient viewers. Others believe that individuals do not learn information as well on the Internet. Reading books is a slow and individual process. Perhaps book readers think more deeply about a subject in a more organized way. For these reasons some will argue yes and some will argue no. |

# During Reading

1. Identify three strategies online marketers use to target youth.

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| 1. Sometimes spokescharacters are actually advertisers who are secretly interviewing youth.
2. Banner ads
3. Special places that have personalized greetings.
4. Brands and logos
5. Games and activities that use advertising content
6. Sending photos and emails to other children using company logos and characters
7. Clubs, contests, and prizes
8. Being asked to give out personal information which is sold to advertisers
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1. How could you work together with your parents to ensure you are safe online?

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| Answers will vary. Discuss with your parents. |

# After Reading

1. If there are a limited number of cell phone or Internet providers in Canada, how would this affect your access to information?

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| Advertisers or media producers have a point of view. The more media producers, the more points of view may be represented. If there is only one point of view, such as the government’s, you might have less access to information. |