Unit 1 Name:

Date:

Reader’s Notebook: Brand Names vs. Look-Alikes

**Before You Read**

This selection on pages 98 to 100 of Literacy in Action is about comparing brand name

clothing with look-alikes that are much cheaper.

Answer these questions:

1. What are some brand names you know?

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1. Do you think brand name clothing is worth the higher price tag?

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**Reading the Selection**

Read the first paragraph on page 98 of Literacy in Action. Do you think you will be able to tell

the differences?

Answer this question:

1. What strategies will you use to determine which clothes are brand name and which are knockoffs?

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**After You Read**

Answer these questions:

1. What do you think the producers of this selection wanted you to think about as you read through it?

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1. Why did they choose these images?

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1. If other images had been chosen, do you think your reactions might have been different? Why?

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1. What other questions do you have to ask about these clothes (other than "what do the clothes look like?") in order to make an informed decision?

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**Save Your File**

Name your file in this format: jsmith\_brandnames and save your file to your Documents folder.