

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?

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

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?

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?

2. Why did they choose these images?

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

4. 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?



Save Your File

Name your file in this format: jsmith_brandnames and save your file to your Documents folder.