

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?

Answers will vary.

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

This is an opinion, expressed before the selection has been read — answers will vary according to your prior knowledge. Provide one solid reason.

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?

Answers will vary. Are you looking for detailed clothing, unwrinkled, colourful clothing?

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?

How to become a more informed shopper. For example, is it worth the extra money to get the brand name goods?

2. Why did they choose these images?

They chose images to make the clothing look almost exactly the same.

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

Yes or no — because you may have looked at the images differently, depending on how alike or non-alike the images were.

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?

The selection does not supply any information on comparative quality, availability, of how much more expensive the brand name goods are. Look for ideas related to quality, washability, how long the clothes will last, difference in price, etc.



Save Your File

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