

Reading an Advertisement

Before You Read

Skim through 3-5 advertisements provided by your instructor and answer the following questions.

- (a) In what ways are the ads similar?
- (b) In what way are they different?
- (c) What is the purpose of the ads? How do you know?

While You Read

As you read, do the following:

- (a) underline the three most important pieces of information
- (b) cross out three elements that are not relevant
- (c) write down five words or phrases that you do not know or cannot figure out

After You Read

Compare your reading with that of a classmate.

- (a) Did you note the same important elements? If not, what was different?
- (b) Are the items you found less relevant the same or different? In what way?
- (c) Work together to figure out some of the words or phrases you did not know.