

Week 33					
Date:	Day 1 ¹⁶¹	Day 2 ¹⁶²	Day 3 ¹⁶³	Day 4 ¹⁶⁴	Day 5 ¹⁶⁵
Made You Look	pp. 2–13	pp. 14–24	pp. 25–38	pp. 39–53	pp. 54–68
Week 34					
Date:	Day 1 ¹⁶⁶	Day 2 ¹⁶⁷	Day 3 ¹⁶⁸	Day 4 ¹⁶⁹	Day 5 ¹⁷⁰
Made You Look	pp. 69–89	pp. 90–99	pp. 100–117	pp. 118–126	pp. 127–142

Week 33, Day 1

Made You Look | pp. 2–13

To Discuss After You Read

1. According to the author, what is advertising? How do you define it? ➔
2. The author states that many “magnificent promises” are outrageous claims. Give two examples of products that sound better than they really are. ➔
3. Find two examples of logos. Do the logos clearly remind you of the company they represent? ➔
4. On page 13, the book suggests counting how many commercial messages you see in a day. That seems unrealistic. Instead, take the next five minutes and count the number of ads you see in your bedroom or schoolroom. ➔

Week 33, Day 2

Made You Look | pp. 14–24

To Discuss After You Read

5. Do the *Try this at home* on page 18. ➔
6. Why do advertisers focus on sales to kids? ➔

Week 33, Day 3

Made You Look | pp. 25–38

To Discuss After You Read

7. What is your opinion on ads in school? ➔

Week 33, Day 4

Made You Look | pp. 39–53

To Discuss After You Read

8. List a product mascot that you recognize. ➔
9. Do the ads you see use stereotypes? How do the characters compare to the people in your neighborhood? ➔

Week 33, Day 5

Made You Look | pp. 54–68

To Discuss After You Read

10. Look through a magazine or newspaper and see how many examples of the persuasive words: new, quick, improved, now, amazing, suddenly, easy and introducing you can find. ➔
11. Do the *Try this at home* on page 59. ➔
12. What brands are on your clothes right now? Did you choose that article of clothing because of the quality or was it the brand’s image?

Week 34, Day 1

Made You Look | pp. 69–89

To Discuss After You Read

13. If you watch television, do the *Try this at home* on page 88.
14. Why would guerrilla marketing be effective? Do you think it is moral? ➔

Week 34, Day 2

Made You Look | pp. 90–99

Week 34, Day 3

Made You Look | pp. 100–117

To Discuss After You Read

15. Find a magazine or TV program designed especially for kids and pay attention to the commercials or ads. See if you notice the advertisers obeying—or not obeying—the rules. Are they using language that exaggerates, or showing a situation that suggests you’ll be more popular if you own their product? Check their approach against the rules listed. ➔

Week 34, Day 4

Made You Look | pp. 118–126

To Discuss After You Read

16. Describe the differences between Consumer Power, Companion Power, and Complaint Power. ➔

Week 34, Day 5

Made You Look | pp. 127–142

To Discuss After You Read

17. Take one ad and ask yourself the four questions on page 142. Is the product as interesting? ■