

Steve Jobs Bounces Back

Fill in the circle by the correct answer. Then answer questions 3, 4, and 5.

1. Which two words are antonyms?

- (A) great, blockbuster
- (B) venture, epoch
- (C) innovative, productive
- (D) complimentary, critical

2. In paragraph 1, the word “executive” means _____.

- (A) extreme
- (B) electrical
- (C) creative
- (D) managerial

3. Was Jobs's career important to him? Use text evidence to support your answer.
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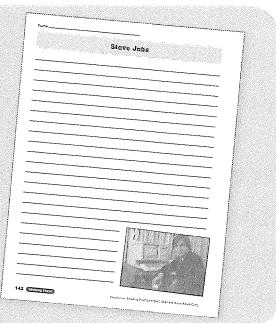
4. What main difference does the writer point out between Apple and Jobs's later ventures?
-
-

5. Use the article to infer some of Steve Wozniak's personality traits.
-
-

Write About the Topic

Use the Writing Form to write about what you read.

Use the timeline and the article to summarize the relationship between Steve Jobs and Steve Wozniak.



A Closer Look at Advertising

Level 1

Words to Know list, Reading Selection, and Reading Comprehension questions

Early Food Ads

Fill in the circle by the correct answer.

Early Food Ads

Food advertisements have been appearing in print media for more than a hundred years. While the food products themselves may change, much of the strategy behind the ads has remained the same. Take a look at two kinds of food advertisements from the 1920s.

"There's Golden Goodness in Kellogg's Corn Flakes"

This advertisement is a children's directed toward children or grown-ups who are interested in learning more about why Kellogg's Corn Flakes are good. It consists of the text itself, large illustrations of the cereal, and a small illustration of a boy eating the cereal.

"What People Say About Our Corn Flakes"

"What people say about our Corn Flakes" is a children's directed toward children or grown-ups who are interested in learning more about why Kellogg's Corn Flakes are good. It consists of the text itself, large illustrations of the cereal, and a small illustration of a boy eating the cereal.

Pathos, Logos, and Ethos

Persuasive Techniques

An advertisement uses three main types of persuasion to convince the reader that their product is the best. These are pathos, logos, and ethos. They are "pathos" to appeal to the reader's emotions; they are "logos" to appeal to the reader's reason or logic; and "ethos" to appeal to the reader's sense of ethics or character. Advertisements using one or all three techniques usually try to make the product as attractive as possible.

The first advertisement appears to use all three techniques. It uses pathos by showing a boy eating the cereal, logos by stating what it is made of, and ethos by stating that the company's slogan is "Quality comes first." The second advertisement uses the same techniques, but it also includes a statement that the company's slogan is "Quality comes first."

Answers

1. C 2. A 3. B 4. D 5. E 6. F 7. G 8. H 9. I 10. J

Worlds to Know

Early Food Ads

appealing
strategy
directed
convey
viewers
persuasive
techniques
pathos
appeal
logos
logic
ethos
ethics
credible
dignity

A Great Lesson in Advertising II

Level 2 ■ ■

Words to Know list, Reading Selection, and Reading Comprehension questions

U.S. Women and World War II

Fill in the circle by the correct answer.

U.S. Women and World War II

U.S. women took on many roles during World War II. Not only did they join the military, but they also became nurses, teachers, and mothers. They served in medical, nursing, administrative, communications, and research areas. In fact, so many women were needed that manufacturers of military vehicles and clothing had to hire the workers they could find. Many U.S. men were overseas fighting, so there was little time to work. Before the war, women usually worked part-time or not at all. However, after the U.S. entered the war, many women who were not available at home were suddenly needed. After all, there was no one else to do the work! However, after the U.S. entered the war, many women who were not available at home were suddenly needed. After all, there was no one else to do the work!

Pathways, Legacies, and Ethics

Admirations (individuals highly revered) often choose strength. They might choose to appear as people's role models. They might choose to appear as people's heroes. They might choose to appear as people's ethics—“ethic” refers to people's values, morals, and beliefs about what is right, noble, good, etc. They might choose to use men's goals and ethics, discredited, or ignored. They might choose to use women's priorities and priorities. These choices have to do with their own sense of what is important. They might choose to support others' goals and ethics, or they might choose to support their own goals and ethics. Perhaps they might choose to support both sets of values (own and others') and willfulness to make sacrifices. Perhaps they might choose to support others' goals and ethics, or they might choose to support their own goals and ethics. Perhaps they might choose to support both sets of values (own and others') and willfulness to make sacrifices.

We Can Do It!

Notable Societal Trends - LINC 11

Wants and Needs

U.S. Women and World War II

recruitment
intriguing
combat
servicewomen
patriotism
patriotic
techniques
pushes
logic
ethos
ethics
audience
discreetness
narratives

A Glass Look at Advertising BB

150 A Glass Look at Advertising BB

Level 3 ■ ■ ■

Words to Know list, Reading Selection, and Reading Comprehension questions

Persuasive Advertising Techniques

Fill in the circle by the correct answer.

Persuasive Advertising Techniques

Advertisers often choose among several different techniques that can be used to persuade people to buy products or services. One approach appeals to people's reason, and another appeals to their emotions. Still another approach uses advertising to legal ends to get what it wants. Advertisers can also appeal to people's ethics, their strong impressions, or even their fears. Let's look at each of these techniques and determine which ones advertisers use most often.

"We Can Do It!" *The War Bonds Drive*

"We Can Do It!" was the title of World War II recruitment poster. An intriguing aspect of both the poster and the slogan is meant to reward women. To take jobs in war-related industries, white women had to leave their families and husbands. While the WAC poster is aimed at men, the poster for the war bonds campaign is aimed at women. It emphasizes the patriotic nature of the war effort and the need for women to support it. The poster also emphasizes the importance of women's work and the need for them to continue working even after the war is over.

**Four Advertising for
Confidence and Success**

Advertisers have used the two-fold technique of confidence and success from the 1920s through the 1950s. In the 1920s, for example, the Kellogg's cereal box used the slogan "We can do it!" to encourage people to prepare. In the 1930s, the Kellogg's cereal box said, "Feeding my family has never been so easy to prepare." In the 1940s, the Kellogg's cereal box said, "We can do it!" to encourage people to help win the war. In the 1950s, the Kellogg's cereal box said, "We can do it!" to encourage parents to buy their children cereal for breakfast. This caused children and teenagers to eat cereal for breakfast, which may persuade the consumer to think, "Well, if the popular kids eat cereal for breakfast, then I should too."

Individual Success / Encouragement

Words to Remember

advertisers
ethics
employers
incentives
introducing
opinion
patiotism
sacrifice
preservatives

A Clever Look at Advertising

A Clever Look #2 Advertising at D&D

Assemble the Unit

Reproduce and distribute one copy for each student:

- Visual Literacy page: Early Advertisements, page 151
 - Level 1, 2, or 3 Reading Selection and Reading Comprehension page and the corresponding Words to Know list
 - Graphic Organizer of your choosing, provided on pages 180–186
 - Writing Form: Advertising Techniques, page 152

Introduce the Topic

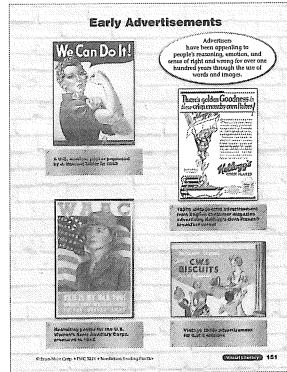
Read aloud and discuss the “Early Advertisements” text and images on the Visual Literacy page. Have students note each ad’s date, figure out each one’s purpose, and compare and contrast the two food ads and the two recruitment posters.

Read and Respond

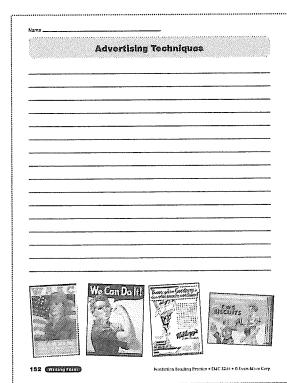
Form leveled groups and review the Words to Know lists with each group of students. Instruct each group to read their selection individually, in pairs, or as a group. Have students complete the Reading Comprehension page for their selection.

Write About the Topic

Read aloud the leveled writing prompt for each group. Tell students to use the Graphic Organizer to plan their writing. Direct students to use their Writing Form to respond to their prompt.

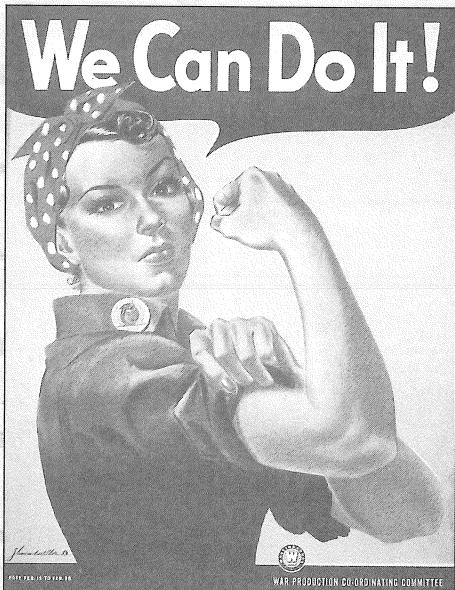


Visual Literacy

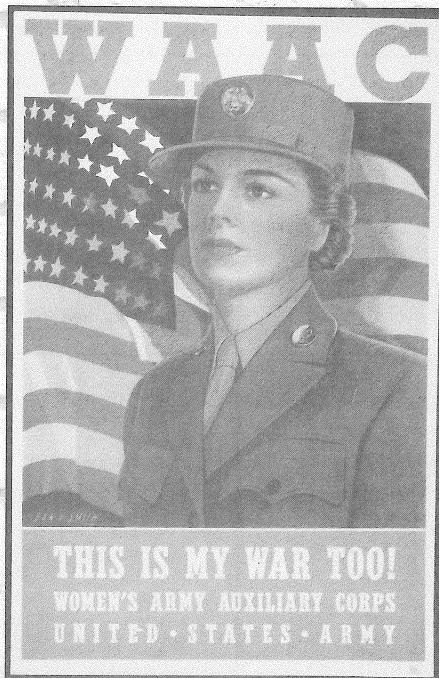


Writing Form

Early Advertisements



A U.S. wartime poster produced by J. Howard Miller in 1943



Recruiting poster for the U.S. Women's Army Auxiliary Corps, produced in 1943

Advertisers

have been appealing to people's reasoning, emotion, and sense of right and wrong for over one hundred years through the use of words and images.



**1930s vintage print advertisement
from English consumer magazine
advertising Kellogg's Corn Flakes®
breakfast cereal**



Vintage 1930s advertisement for C.W.S biscuits

Advertising Techniques



Words to Know

Early Food Ads

appealing

strategy

directed

convey

viewers

persuasive

techniques

pathos

appeal

logos

logic

ethos

ethics

credible

digest

Words to Know

U.S. Women and World War II

recruitment

intriguing

combat

servicemen

patriotism

persuasive

techniques

pathos

logos

logic

ethos

ethics

laudable

disgraceful

sacrifices

Words to Know

Persuasive Advertising Techniques

pathos

logos

ethos

ethics

employs

recruitment

intriguing

aspect

patriotism

sacrifices

precarious

A Closer Look at Advertising



A Closer Look at Advertising

A Closer Look at Advertising

Early Food Ads

Food advertisements have been appealing to consumers for more than one hundred years. While the language and the images have changed, much of the strategy behind the ads has remained the same. Let's take an up-close look at two food advertisements from the 1930s.

"There's Golden Goodness!"

Is the Kellogg's advertisement directed toward children or grown-ups? What emotions does the text convey? Why is some of the text much larger (and easier to read) than the "fine print"? Why are some of the words bold? Why are some words capitalized while others are not?

"Sure to be Popular!"

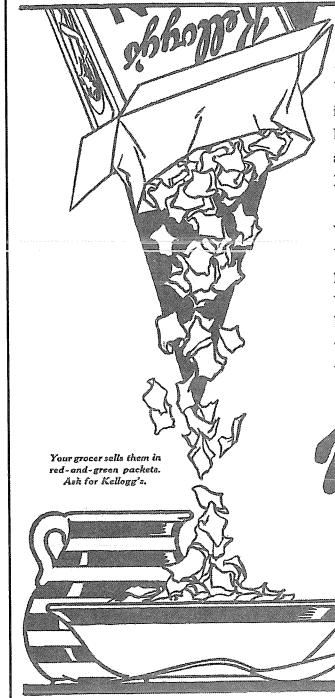
What people appear in the C.W.S. advertisement, and what messages are they meant to convey to us, the viewers? What activity is the ad referring to? Why does it mention when to eat the biscuits?

Pathos, Logos, and Ethos: Persuasive Techniques

Advertisers choose among three categories of persuasive techniques that can be summed up in Greek words. They use "pathos" to appeal to people's emotions; "logos" to appeal to people's reason or logic; or "ethos" to appeal to people's ethics, which are their powerful ideas about what is right and what is wrong. An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product.

The Kellogg's advertisement appears to use all three techniques. The ad uses logos and ethos by assuring us that Kellogg's Corn Flakes are healthy, easy to digest, and easy to prepare. We are supposed to think, "Feeding my family healthy food is the right thing to do." The ad uses pathos by assuring us that our whole family will love the cornflakes. The C.W.S. Biscuits ad appears to use pathos, too. The ad appeals to our emotions by showing smiling, excited children and a happy adult. The phrase, "Sure to be popular," may persuade the consumer to think, "I will be popular with my children if I serve the biscuits they love."

**There's golden Goodness in
these crisp, crunchy corn flakes!**



SO TEMPTING—those golden Kellogg's Corn Flakes, bobbing in cold milk or cream...or served with bananas or other fruits. So good they are! Good to eat and good for you. Easily digested and very nutritious.

Kiddies love them—so does the whole family. And they're no bother to serve, no cooking required. Just pour from the packet! Get a packet today and treat them to a surprise breakfast tomorrow! You'll find them so popular that you'll serve them for tea and supper, too!

Kellogg's
CORN FLAKES



Made by
KELLOGG in LONDON, CANADA
KELLOGG COMPANY
of GREAT BRITAIN, LTD.
325, HENRY ST., LONDON, W.C.1
Also makers of Kellogg's All-Bran
and Rice Krispies



Between Games—
Serve **C.W.S.**
BISCUITS
Sure to be popular

Early Food Ads

Fill in the circle by the correct answer. Then answer questions 3, 4, and 5.

1. Which two words are antonyms?
 (A) appealing, repulsive
 (B) convey, communicate
 (C) credible, honest
 (D) popular, favored
 2. We can infer that the Kellogg's ad is directed mostly toward _____.
 (A) children because of the graphics
 (B) grown-ups because of the text
 (C) people who eat sugary cereals
 (D) people who like crunchy foods
 3. Answer some of the questions in paragraph 2.
-
-

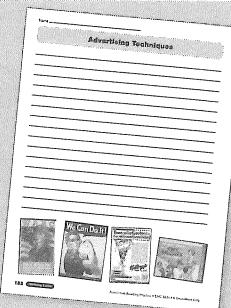
4. Answer some of the questions in paragraph 3.
-
-

5. Do you think the C.W.S Biscuits ad uses the concept of ethos? Explain your answer.
-
-

Write About the Topic

Use the Writing Form to write about what you read.

Compare and contrast the two ads and write about how the advertisements use pathos, logos, and ethos to persuade.



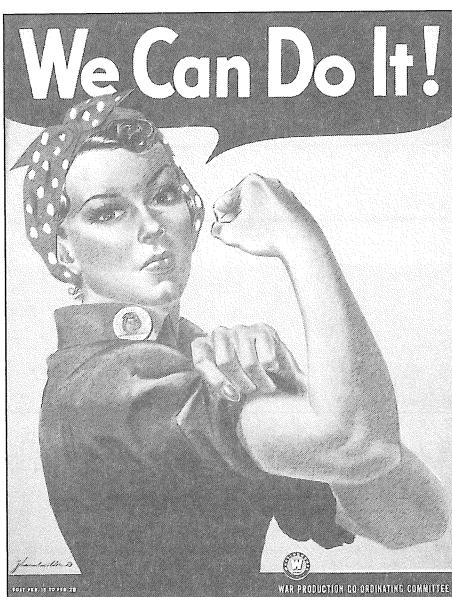
U.S. Women and World War II

Let's take a close look at two recruitment posters that appeared in the U.S. during World War II. An intriguing aspect of both is that they are directed toward women. Back in the 1940s, women could join the military, but they could not serve in combat. Instead, they served in medical, administrative, transportation, and communications roles. The military needed women in these roles so that servicemen would be freed up to face the enemy in combat overseas.

Meanwhile, U.S. factories—particularly those that manufactured military vehicles and weapons—needed all the workers they could hire. Yet a huge percentage of U.S. men (even middle-aged men) had suddenly left their jobs to go to war. Before World War II, most women—especially married women with children—did not work outside the home unless finances forced them to do so. However, after the U.S. entered the war in 1941, factory work was suddenly available to women. Jobs were not just available, they were plentiful. Employers were practically begging women to work. Most people believed that working in a war-related industry was an admirable act of patriotism.

Pathos, Logos, and Ethos

Advertisers (including military recruiters) often choose among three categories of persuasive techniques that can be summed up in Greek words. They use “pathos” to appeal to people’s emotions. The “logos” category appeals to people’s reason or logic. Advertisers use “ethos” to appeal to people’s ethics, their strong ideas about what is right (noble, good, laudable) and what is wrong (bad, disgraceful, or even evil). Both of these posters seem to use more pathos and ethos than logos. Both appeal to women’s patriotism. And patriotism has to do with both emotion (love of country) and ethics (respect for positive qualities such as loyalty, strength, courage, and willingness to make sacrifices). Perhaps neither poster needed much logos (such as war statistics) because most U.S. women were already well aware of their country’s situation.



U.S. Women and World War II

Fill in the circle by the correct answer. Then answer questions 3, 4, and 5.

1. Which two words are synonyms?
 - A intriguing, admirable
 - B pathos, emotion
 - C logic, ethics
 - D qualities, knowledge

2. The writer probably finds the two recruiting posters “intriguing” because _____.
 - A most World War II posters were directed toward women
 - B most recruiting posters were directed toward men
 - C the women in both posters look beautiful and calm
 - D the women in both posters seem to challenge viewers

3. What result are both posters trying to achieve?

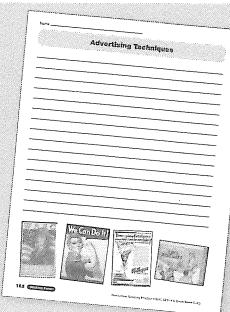
4. What inferences can you make about the woman in the “We Can Do It!” poster?

5. What inferences can you make about the woman in the WAAC recruitment poster?

Write About the Topic

Use the Writing Form to write about what you read.

Compare and contrast the two posters. Discuss how each uses pathos, logos, and ethos, and which poster is more effective.

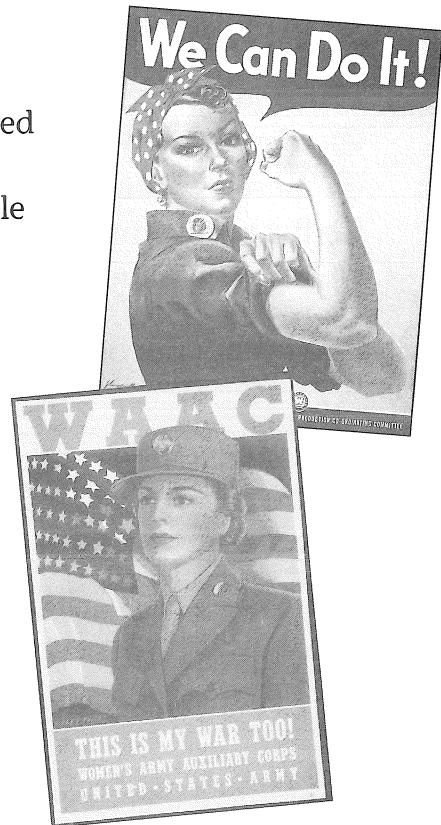


Persuasive Advertising Techniques

Advertisers often choose among three categories of persuasive techniques that can be summed up in Greek words. They use “pathos” to appeal to people’s emotions. The “logos” category appeals to people’s reason or logic. An advertisement using logos will give you the information, evidence, and statistics you need to fully understand what the product does. Advertisers use “ethos” to appeal to people’s ethics, their strong ideas about what is right (noble, good, admirable) and what is wrong (bad, disgraceful, or even evil). Let’s take a look at advertisements to determine which persuasive technique(s) each one employs.

“We Can Do It!” and “This Is My War Too!”

First we’ll examine the two World War II recruitment posters. An intriguing aspect of both is that they are directed toward women. The “We Can Do It!” poster is meant to persuade women to take jobs in war-related industries, while the WAAC poster is intended to recruit women for military service. Both of these posters seem to employ more pathos and ethos than logos. Both appeal to women’s patriotism. Patriotism has to do with both emotion (love of country; hatred for enemies) and ethics (respect for positive qualities such as loyalty, strength, courage, and willingness to make sacrifices). Perhaps neither poster needed to make use of logos-type techniques (such as war statistics) because most U.S. women were already well aware of their country’s precarious situation.



1930s Advertisements for Cornflakes and Biscuits

Next we’ll analyze the two food advertisements from the 1930s. Both of these advertisements appear to use persuasive techniques. The Kellogg’s ad uses logos by assuring us that Kellogg’s Corn Flakes are healthy, easy to digest, and easy to prepare. We are supposed to think, “Feeding my family healthy food is the right thing to do.” The ad uses pathos by assuring us that our kids and our whole family will love the cornflakes. The C.W.S Biscuits ad uses pathos to appeal to our emotions by showing smiling, excited children and a happy adult. The phrase, “Sure to be popular,” may persuade the consumer to think, “I will be popular with my children if I serve those biscuits they are sure to love.”

