

Notes

Practice with Hints

The Consumer's Voice

We all know that advertisements are the bread and butter of newspapers. But advertising has taken a new, demanding form in the 21st Century, a form that makes many people uncomfortable.

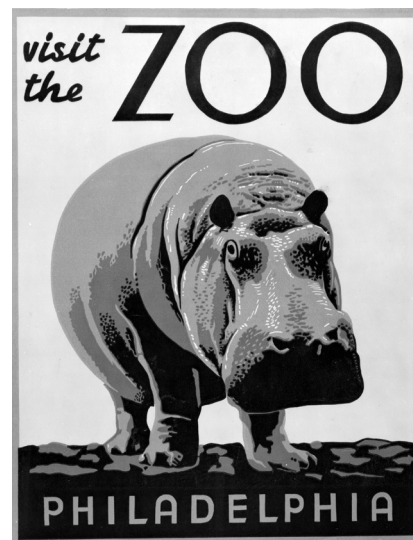
Solve What is a love/hate relationship?

We have always had a love/hate relationship with advertising. Especially when we watch television, we complain about ads, but then we eagerly discuss our favorite ones. We even watch programs that are nothing but commercials.

Ads are hard to avoid. One study estimates that children see an average of 40,000 TV commercials each year. Ads are not a new invention. They were even found in the Roman town of Pompeii, buried by a volcano 2,000 years ago.

Ask What does the picture tell us about advertising?

We know that some advertising serves good causes. For example, the ad at right encourages people to “Visit the Zoo.” It was created 70 years ago under a government program that paid unemployed artists to create art that also served the public. But much other advertising serves no good or public purpose at all. Instead, it only serves profit—other people’s profit.



Library of Congress, Prints and Photographs Division, WPA Poster Collection

Assemble What is the main idea of the section “Advertising Pays”?

Advertising Pays

The reasons for advertising are many. Eleven trillion dollars is the rough value of all the goods and services—what we make and do—produced in the United States in one year. Thirsty? You could have a juice drink, sports drink, soda pop, flavored or unflavored water, and the list goes on. There are countless ways to spend your money, and everyone wants you to spend it with them.

Companies need you to recognize and reach for their products instead of someone else’s. Advertising puts their name in front of you. They need it to stick in your memory. So deciding where and how to spend their ad money is critical.

Notes

Some companies go for the big gamble—a high-profile spot. The biggest of those, reaching 80 million people or more, is a Super Bowl commercial. In 2004, Super Bowl advertisers paid an average of \$2.4 million to show one 30-second commercial!

Commercial Interruptions

We especially dislike ads that are not asked for and yet require work to eliminate. We call them names like “junk mail” or “spam.” We have even asked the government for help: things like the CAN-SPAM Act and the National Do Not Call Registry make it easier to block some of the ads.

Because ads are so intrusive, blocking ads has become a business. There is software to block pop-up Internet ads and unwanted email. Personal video recorders help you skip through television commercials.

Look What details support the main idea of this section?

Battling the Brands

Advertisers are always looking for new ways to deliver their message. They pay for stadiums to be named after them. They pay to have their products used on television shows and in movies. They enlist their customers to spread the word.

Advertisers also find ways around the obstacles. If you block their autodialers, they’ll redesign the autodialers. In 2001, when a company’s personal video recorder made it too easy to skip commercials, movie and television companies sued to stop them.

The goal of advertisers is to get your attention—whether you want to give it or not. They feel that you are doing something wrong if you don’t pay attention to their ads. Jamie Kellner, the head of Turner Broadcasting System, said¹:

Your contract with the network when you get the show is you’re going to watch the spots. Otherwise you couldn’t get the show on an ad-supported basis. Any time you skip a commercial. . .you’re actually stealing the programming.

Skim Why is this text indented and set apart?

Maybe advertising is the price we pay for having so many choices. We have to let them talk, but we don’t have to listen. We can recognize when someone is trying to sell us something. We can read between the lines of advertising. They can make us watch, but they can’t make us buy. If we don’t let advertising have so much power over us, maybe there will be less of it.

¹ Cableworld, Monday, April 29, 2002

Skim What is the purpose of this footnote?

- 1** What is the author’s purpose in writing this selection?
- (A) to describe what advertising today is like
 - (B) to describe the process of making commercials
 - (C) to convince readers that skipping commercials is stealing
 - (D) to amuse readers with fun facts about advertising



Hint—Which answer choice relates to most or all of the passage?

- 2** “If you block their **autodialers**, they’ll redesign the autodialers.”

In the sentence above, what does the word formed by the root **dial** and the prefix **auto-** mean?

- (A) the ability to tell a friend the truth
- (B) the ability to find an address with no one’s help
- (C) the ability to call someone robotically
- (D) the ability to call from your car



Hint—Think of the word *automatically*, which has the same prefix. What does that suggest about the meaning of **autodialer**?

- 3** Which detail best supports the idea that advertising is a result of how many choices we have and how much is at stake?

- (A) A Super Bowl commercial may be 30 seconds long.
- (B) Eleven trillion dollars of goods and services are made here each year.
- (C) Children see an average of 40,000 TV commercials each year.
- (D) Blocking ads has become a business.



Hint—Which choice directly illustrates or helps prove the idea?

- 4** “Some companies go for the big gamble—a high-profile **spot**.”

Which meaning of the word **spot** is most similar to the meaning in the sentence?


spot (/spot/) **1)** *n.* a television program. **2)** *n.* a stain or blot. **3)** *n.* a place **4)** *v.* to see or spy.

- (A) definition 1
- (B) definition 2
- (C) definition 3
- (D) definition 4



Hint—*Read On*. What does the rest of the paragraph describe?


- 5** What does the graphic tell you?
- (A) when the zoo opened
 - (B) who created the ad
 - (C) the name of the hippopotamus
 - (D) the location of the zoo

 *Hint*—Look at the words on the graphic as well as the picture itself.

- 6** “That’s the **rough** value of all the goods and services—what we make and do—produced in the United States in one year.”

Which is an antonym for **rough** as it is used in this sentence?

- (A) bumpy
- (B) estimated
- (C) easy
- (D) exact

 *Hint*—*First* decide what **rough** means in this sentence and *then* look for its opposite.

- 7** The main idea of the section titled “Battling the Brands” is that advertisers find ways around obstacles. Write two details that support this idea.

Write your answer below.
