Name:  Group:  Date :

ACTION! Worksheet 2.1



**Action! (Issue: *Consuming Goods and Services*)**

**Chapter 2 Advertising: Decoding the Message**

**Note:** The activities on this worksheet correspond to the questions in the *Action!* boxes in your textbook.

►*Textbook, pp. 28–39*

1. Think of an advertisement that made a strong impression on you. Why did it have this effect?

1. Do we sometimes confuse advertising with information?

1. Are you influenced by advertising? If so, how? If not, why not?

1. “The impact of advertising on consumption is negligible.” Do you agree with this statement? Justify your answer.

1. Are you for or against advertising? Explain why.

Name:  Group:  Date :

ACTION! (*cont.*) Worksheet 2.1



1. Using the medium of your choice (website, social media, magazine, newspaper, television program, etc.), find an example of an advertisement that you think is misleading. Describe the advertisement and the product being advertised, and explain why it makes you suspicious.

1. Have you ever received targeted advertisements online? What advantages or disadvantages did they have for you? Provide specific examples.