

# Media and Marketplace Words



Print Ads and TV Commercials

Recognizing Propaganda

Electronic Media

Consumer Awareness

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**PREVIEW**

Here's an introduction to the vocabulary terms, skills, and concepts you will study in this unit. Answers are upside down on the bottom of the page.

**TRUE OR FALSE?**

Write **T** or **F** to show whether each statement is *true* or *false*.

1. \_\_\_\_ Adding the prefix *ful-* to the noun *color* makes the adjective *colorful*.
2. \_\_\_\_ *Billboard* and *layout* are examples of compound words.
3. \_\_\_\_ The word *deposit* can be used as both a noun and a verb.
4. \_\_\_\_ An *advertiser* is someone who reads the ads before shopping.
5. \_\_\_\_ The abbreviation for *ounce* is *oz*.
6. \_\_\_\_ The words *freedom* and *liberty* are antonyms.
7. \_\_\_\_ Readers are likely to find *opinions* in *editorials*.
8. \_\_\_\_ The Latin root *vita* means "life."

**SPELLING**

Circle the correctly spelled word in each group.

1. cunsomar                  consumer                  consumor
2. magazine                  magizine                  magusine
3. contraversail                  controversial                  controvershul
4. corporation                  corparation                  corperation

ANSWERS: TRUE OR FALSE? 1. F 2. T 3. T 4. F 5. T 6. F 7. T 8. T  
 SPELLING: 1. consumer 2. magazine 3. controversial 4. corporation

**GLOSSARY**

A *glossary* is an alphabetical list of unusual or specialized words from a certain field of knowledge. Following are some important words that relate to marketing and the media.

**advertiser** a person or group who publicly praises a product so that people will want to buy it

**commercial** a paid advertisement on radio or television

**consumer** a person who buys things for his or her personal use

**controversial** describes something that is being debated or argued about

**deposit** money placed in a bank for safekeeping

**editor** a person who prepares manuscripts for publication

**editorial** an article in a magazine or newspaper, or a talk on television or radio, that presents the opinion of the owner or staff

**effective** capable of producing the desired results

**endorse** to give support or approval to a product or cause

**guarantees** a company's promises that something will be done if their product or service is unsatisfactory

**insurance** a company's contract guaranteeing a client that a certain sum of money will be paid to cover any losses

**magazine** a booklet-style publication containing stories, articles, and pictures that is published monthly or weekly

**newspaper** a daily or weekly publication containing news, opinions, advertisements, and photographs printed on large, folded sheets of paper

**objective** having to do with facts rather than opinions

**opinion** a belief based on what one thinks to be true; a judgment

**press** newspapers, magazines, and other such printed material; reporters who work for such publications

**product** something made by nature or manufactured by human beings

**publisher** a person or business that puts out and sells books, magazines, newspapers, and other printed materials

## VOCABULARY IN CONTEXT

Complete each sentence with a word from the glossary. Use context clues for help.

1. As members of the \_\_\_\_\_, news reporters were allowed into the important meeting.
2. When Nellie earned \$50.00, she made a \$40.00 bank \_\_\_\_\_ and kept \$10.00 to spend.
3. The \_\_\_\_\_ claimed that Growpher Super Pellets would make lawns greener overnight.
4. Superstar Horton Hornblower was hired to \_\_\_\_\_ Crispy Flakesters as his cereal of choice.
5. As a \_\_\_\_\_ of many goods and services, you should think carefully before making choices and spending your money!
6. The \_\_\_\_\_ policy promised to pay for the cost of replacing stolen goods.

## MULTIPLE-MEANING WORDS

Some words have entirely different meanings when they're used in different contexts. Write the word from the glossary that matches each pair of definitions below.

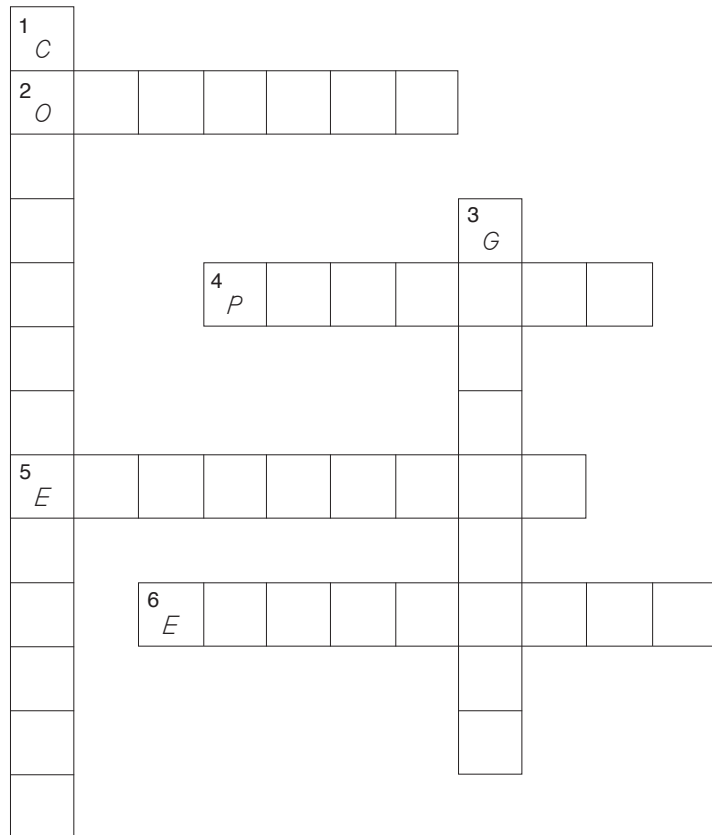
1. \_\_\_\_\_
  - a. a paid advertisement on radio or television (noun)
  - b. having to do with business or trade (adjective)
2. \_\_\_\_\_
  - a. something one tries to reach; a goal or purpose (noun)
  - b. having to do with facts rather than opinions (adjective)

## USING GLOSSARY WORDS

Solve the crossword puzzle by completing the sentences below with words from the glossary.

### ACROSS

2. Your \_\_\_ is your personal viewpoint on a topic.
4. Rubber boots are the only \_\_\_ that factory makes.
5. The publisher recommended a candidate in his newspaper \_\_\_.
6. An \_\_\_ shampoo makes your hair manageable.



### DOWN

1. We are not in agreement on that \_\_\_ topic.
3. The company offered a written \_\_\_ that defective products would be replaced.

## SELECTING EXAMPLES

Circle the one word that is *not* an example of each **boldface** topic.

1. **publications:** magazine newspaper consumer
2. **people:** consumer editor guarantee publisher
3. **things that aim to sell:** advertiser deposit commercial
4. **things that make promises:** editorial guarantee insurance
5. **things a person could buy:** product magazine consumer

**Advertisers Take Aim at Heads and Hearts**

Turn on the TV, open a magazine, or drive down a city street. What do you see? Ads! Billboards, commercials, and colorful page layouts are all around us. Each advertisement is aimed at persuading the consumer to buy, buy, and buy some more!



two popular vacuum cleaners. The Swooper is lighter, quieter, and less costly than the other vacuum. This ad appeals to logic and intelligence. The comparison shows that the *Swooper* is clearly the wise buy.

What do wise consumers do when they see an ad? They ask themselves, “Is this message aimed at my heart or aimed at my brain?” Advertisers make a conscious decision to appeal to feelings and emotions—or to logic and intelligence.

Some ads use famous people to sell their product. Testimonials by celebrities are most often aimed at emotions. A famous basketball star is selling soda pop. Is there any logical reason why a sports figure should have special knowledge of beverages? Probably not—but emotions make people relate to the star. Advertisers want consumers to transfer their admiration of the celebrity to admiration of the product.

Imagine a vacuum cleaner ad that describes the *Swooper*. It pictures a family lounging in a sparkling clean house because the *Swooper* leaves them so much free time. This ad appeals to emotions—to everyone’s desire to enjoy leisure time and escape hard work.

Ads that are colorful, funny, and exciting are enjoyable. But it’s important to understand what advertisers are doing. Be aware of ads that appeal to your emotions. Look for facts and logical reasons when you make your decisions to buy.

Now imagine a Swooper ad that compares the features of

**WORD SEARCH**

1. What ten-letter noun from the reading means “a paid advertisement on radio or television”?

          
c

2. What ten-letter noun from the reading means “the act of noting the similarities of two or more things”?

c

3. What eleven-letter noun from the reading means “a well-known person’s statement praising a product”?

t

**ANTONYMS**

Match each word in the first column with its *antonym* (word with the opposite meaning) in the second column.

- |                              |              |
|------------------------------|--------------|
| 1. _____ <b>celebrity</b>    | a. stupidity |
| 2. _____ <b>intelligence</b> | b. dislike   |
| 3. _____ <b>admiration</b>   | c. unknown   |
| 4. _____ <b>appeal</b>       | d. unaware   |
| 5. _____ <b>conscious</b>    | e. repel     |

**SYNONYMS**

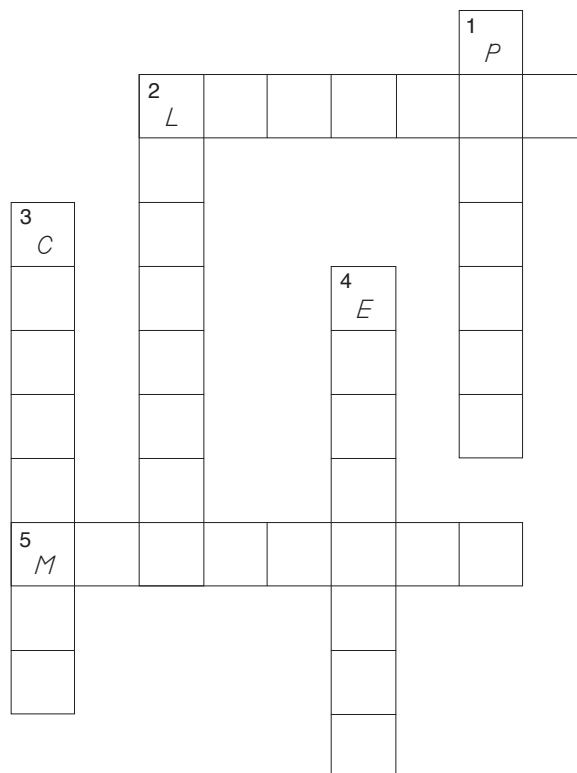
Complete the crossword puzzle. Clue words are *synonyms* (words with similar meanings) of words from the reading.

**ACROSS**

- 2. free time
- 5. periodical

**DOWN**

- 1. a good
- 2. resting
- 3. purchaser
- 4. feelings





## EMOTIONAL WORDS

Why would a manufacturer name a vacuum cleaner the *Swooper*? Perhaps because the word *swoop* suggests grace, ease of movement, and a gliding action.

1. Write three names that suggest desirable qualities for an automobile.

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2. Write three names that suggest good qualities for a breakfast cereal.

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## CATEGORIZING WORDS

Read the following ad copy. Decide whether each **boldface** word takes aim at the consumer's emotions or intelligence. List the word under the proper heading.

The SKIMMER-SCOOTER is the **newest** way to get around! A rear-mounted motor adds **reliable** power when needed. Easy-action hand brakes guarantee a **safe** ride and fast stops. **Freedom** can be yours as you **zoom** along on your **streamlined** SKIMMER-SKOOTER. The SKIMMER-SCOOTER is **simple** to operate. It's **economical** too, costing just pennies a week to power. Buy a SKIMMER-SCOOTER—it's an **exciting** way to get where you're going with **flair**!

### FEELINGS/EMOTIONS

### LOGIC/INTELLIGENCE

_____	_____	_____
_____	_____	_____
_____	_____	_____

## SHORTENED WORDS

- The short forms of some words are common in our language. For example, we often say "photo" instead of "photograph." Write the complete word for these items from the reading.

1. ad = \_\_\_\_\_ 2. TV = \_\_\_\_\_

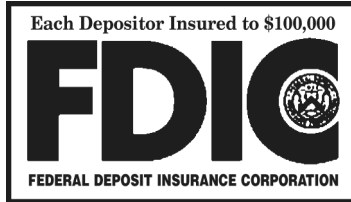
- Now write the commonly used short form of each of the following words.

3. professional = \_\_\_\_\_ 5. microphone = \_\_\_\_\_

4. memorandum = \_\_\_\_\_ 6. situation comedy = \_\_\_\_\_

**As Safe as Money in the Bank!**

People often say “It’s as safe as money in the bank” when they are describing something that is well-protected. Do you know what safeguards your dollars when you make a bank deposit?



During America’s Great Depression in the 1930s, many banks failed and customers lost their savings. That’s why, in 1933, the U.S. Congress created the Federal Deposit Insurance Corporation. The FDIC was meant to rebuild public confidence in America’s banking system. It guaranteed the safety of depositors’ money. The FDIC insures bank deposits up to \$100,000. If a bank fails, the FDIC will replace depositors’ funds up to that amount.

The FDIC does more than boost public confidence. It also helps the banks. What could happen when customers hear that a bank is having problems? Depositors could panic.

They might rush to close their bank accounts. If that happened, the bank could be driven out of business. Because of the

FDIC, bank customers are more likely to disregard rumors and leave their accounts open. The FDIC assures people that their money will be available when they want it. It gives them the confidence they need.

Most banks have insurance—either from the FDIC or from other agencies. In 1985, however, several savings and loan associations in Ohio went out of business. Their funds were not insured—so depositors lost their money. That’s why it’s important for depositors to make sure that their banks are insured. What should they do if they have more than \$100,000 in bank savings? To make certain that all of their funds are secure, depositors may decide to open accounts in several banks.

**WORD SEARCH**

1. What four-letter noun from the reading means “a place of business for keeping, exchanging, or lending money”?

*b*



## ABBREVIATIONS

The names of many government and financial agencies are better known by abbreviations. *FBI*, for example, is the abbreviation for the *Federal Bureau of Investigation*. Write a letter by each number to match an abbreviation with the correct agency.

- |           |                  |  |
|-----------|------------------|--|
| 1. _____  | <b>FDIC</b>      | a. Federal Communications Commission     |
| 2. _____  | <b>FICA</b>      | b. Food and Drug Administration          |
| 3. _____  | <b>FAA</b>       | c. Federal Deposit Insurance Corporation |
| 4. _____  | <b>DEQ</b>       | d. Federal Insurance Contributions Act   |
| 5. _____  | <b>FDA</b>       | e. Savings and Loan                      |
| 6. _____  | <b>S &amp; L</b> | f. Federal Trade Commission              |
| 7. _____  | <b>IRS</b>       | g. Federal Aviation Administration       |
| 8. _____  | <b>FEMA</b>      | h. Federal Emergency Management Agency   |
| 9. _____  | <b>FCC</b>       | i. Department of Environmental Quality   |
| 10. _____ | <b>FTC</b>       | j. Internal Revenue Service              |

## COMMONLY CONFUSED WORDS

The verbs *assure* and *insure* are both used in the reading. Because they look and sound somewhat alike, these words are sometimes confused. Read the following definitions. Then circle the word that correctly completes each sentence.

***assure*** = to make a person sure of something, to convince

***insure*** = to get or give a contract guaranteeing a customer that a loss will be covered

1. Most drivers ( insure / assure ) their cars against damage and theft.
2. “I ( insure / assure ) you that your money is safe!” said the banker.
3. How can I ( insure / assure ) you that I’ll be there if you need me?
4. The doctor gave me her ( insurance / assurance ) that my disease could be cured.