

INFORMATIONAL TEXT PASSAGES TO ADDRESS THE STANDARD!

Name: _____

WORD CHOICE

The words an author uses can have a powerful influence on a text. Authors choose certain words for a variety of reasons. It is up to the reader to determine how the words influence the text. Authors will sometimes use a word or phrase in a way that is not what it literally means. For example, an author might use a word in a way that is not its literal meaning. This is called a figurative meaning. An author might also use a word in a way that is not its literal meaning. This is called a figurative meaning. An author might also use a word in a way that is not its literal meaning. This is called a figurative meaning.

Read the following text:

Companies spend a large amount of money every year on advertising. Their goal, of course, is to get you to spend money on their products. Advertisers can sometimes be misleading in a disgusting attempt to trick you into spending money on their terrible products. The only reason some companies stop short of outright lying about the quality of their products is because of the consequences for their reputation.

Use the previous paragraph to answer the following questions.

1. How does the author's word choice affect the tone of the passage?

- A. Words such as *disgusting* and *trick* create an unsure tone in the passage.
- B. Words such as *disgusting* and *lying* create a negative tone in the passage.
- C. Words such as *misleading* and *lying* create a positive tone in the passage.
- D. Words such as *misleading* and *trick* create a thoughtful tone in the passage.

What other words in the passage support the tone you chose for the question? Write your answer in the space below.

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Certain companies use different schemes to get people to purchase their products. Companies that sell products designed to help people lose weight or get in shape are sometimes dishonest in their marketing. This dishonesty often works because the thought of getting in shape quickly is appealing.

One tactic that companies use is to advertise very unusual results. For example, a company might say, "Lose 10 pounds in a month, but only if you eat this diet." The company might say, "Lose 10 pounds in a month, but only if you eat this diet." The company might say, "Lose 10 pounds in a month, but only if you eat this diet."

Manipulating before and after pictures is a way that corrupt companies can trick people. In some before pictures, the subject is often slouching and appears sad. The after picture features someone that is standing proudly with a big smile on their face. Some companies will even use injured athletes in their before pictures. The after picture is taken once the athlete has healed and resumed intense training. Retouching the after photos is also very common.

Not all companies that sell products to help people get in shape and lose weight are dishonest. In fact, many of these so-called "corrupt" companies are actually very honest. They do not use the tactics of manipulation to get people to buy their products, they have to use questionable marketing techniques.

1. How does the connotation of the word *scheme* in the first paragraph support the central idea?

- A. The positive connotation supports the central idea that some marketing is dishonest.
- B. The negative connotation supports the central idea that all marketing is dishonest.
- C. The negative connotation supports the central idea that some marketing is dishonest.
- D. Scheme has a neutral connotation.

2. Why might the author have used the word *deceitful* in the last paragraph?

- A. To convince the reader that most companies are trustworthy.
- B. To support the argument that some companies are dishonest.
- C. To convince the reader that a company can be trusted.
- D. To show the reader the some companies usually operate honestly.

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While some companies are willing to lie to make money, others are far more trustworthy. There are many companies that sell quality products at fair prices. These companies still have advertising to encourage people to purchase their products. Some strategies are endorser-able to buy their products. Companies spend money on research what approach is best. Many of these strategies are well known and can easily be spotted. Other strategies are more subtle.

The way the product looks is one of the most important parts of advertising. Companies make sure that any pictures of the product are as close to perfect as possible. Professional photographers are hired to take pictures. Also, lighting is used to get the highest quality image. Companies that sell food spend hours creating the perfect example of a burger or a meal to be used in an ad.

Companies also use celebrities to help sell their products. Companies that make products for teenagers may use young celebrities to help market their products. Many of these celebrities are hired by professional photographers to endorse the products. Companies know that hiring someone who people already like and trust can really help in selling their products.

Sometimes companies use more subtle tricks to get people to buy their products. These tricks are not as obvious as an ad for a soft drink found in a magazine, there might be an image of happy people drinking the beverage. A commercial for the same soft drink may include a group of people having fun together. The goal of these types of advertisements is to have the consumer associate happy times with their product. This positive association will hopefully lead to more sales.

Companies that create items that have competition may market their products by comparing them to a competing product. One example of this is cell phone advertisements. A commercial for one phone may focus on the features of another phone. This strategy shows that the phone is better than the other. The goal of this strategy is to draw in sales for the company and compare the features of any other phone or commercial is to help people buy the product. Some companies will use dishonest strategies, even honest ones. Some strategies encourage consumers to buy their items. This is true for the saying "a fool and his money are soon parted," especially when it comes to marketing. It is important for consumers to be aware of the strategies that companies use in order to make smart purchases with their money.

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Choose the best answer for the following questions.

1. The author states that many companies are honest in the first paragraph. What word choices **BEST** support this argument?

- A. Words such as *lie* and *quality* support the argument that some companies are honest.
- B. Words such as *honest* and *quality* support the argument that some companies are honest.
- C. Words such as *honest* and *quality* support the argument that some companies are trustworthy.
- D. Words such as *endorse* and *purchase* support the argument that some companies are trustworthy.

2. What is the meaning of *endorse* as it is used in paragraph four?

- A. purchase
- B. avoid
- C. criticize
- D. support

3. What is the meaning of *subtle* as it is used in paragraph five?

- A. obvious
- B. intelligent
- C. indirect
- D. skeptical

4. Why did the author include the saying "a fool and his money are soon parted"?

- A. To help the reader understand that all advertisers use strategies to help them sell their products.
- B. To help the reader understand that consumers should be aware of the strategies that companies use to make their purchases.
- C. To help the reader understand that all advertisements include a comparison between two products.
- D. To help the reader understand how marketing works, so they can avoid it as often as possible.

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