

The World Around You — Unit 2 Introductory Socratic Response

Directions: Read the essay “Kid Kustomers” and the poem “Attack on the Ad-Man.” Then, write a two-paragraph response in which you develop a claim about advertising and respond to each author’s perspective.

* **Response: 20 points**

* **Socratic Seminar: 20 Points**

Be sure to:

1. Organize your response in to two paragraphs:
 - Paragraph 1: Develop and explicate a claim about advertising.
 - Use specific information from **both** texts.
 - Use parenthetical citations where appropriate.
 - Paragraph 2: Share your perspective of advertising and bring in your voice.
2. Type this assignment: 1-1.5 pp., double spaced, Times New Roman, appropriate heading.
3. Proofread carefully.
4. Use your ideas in the Socratic Seminar.
5. Bring your response and the two texts to the Socratic Seminar.
6. Submit your response to TII.



* Late Response: 1/2 credit

ERIC SCHLOSSER

Kid Kustomers

Children rarely have much money of their own to spend, but they have a great deal of “pester power,” along with the “leverage” to get their parents to buy them what they want. And so, as Eric Schlosser reports in this reading, Madison Avenue has been paying a great deal of attention to “kid kustomers” in recent years, pitching them everything from toys and candy to cell phones and automobiles. With more and more working couples spending more money on their kids to compensate for spending less time with them, Schlosser suggests, we are likely to see only an increase in such advertising in the years to come. Hmmmm . . . are preteen dating services next?