

Name: _____ Date: _____

Constructing a Response

Directions: Read "Are Your Fave Instagram Stars Trying to Trick You?" and complete the activity on page 11. Then follow the steps below to write a response to the question on page 11.

→ See *Scope's* "How to Answer a Constructed-Response Question" for tips and information about how to complete this activity.

Question from page 11:

What makes sponsored celebrity posts a successful form of advertising?

Step 1: Write your claim.

Complete the sentence below to write your claim in response to the question.

Sponsored celebrity posts are a successful form of advertising because _____

_____.

Step 2: Provide text evidence with commentary.

Write two details from the article that support your claim. You can write them in the form of direct quotations or paraphrases. Include a citation for each detail. Explain how each detail supports your claim.

Detail 1: _____

Sentence explaining how this detail supports my claim: _____

Detail 2: _____

Sentence explaining how this detail supports my claim: _____

Step 3: Write a conclusion.

Wrap it all up. End your paragraph with a strong sentence that will give your readers something to think about. One option is to refer to your central claim. Or come up with an idea of your own!

Now it's time to put it all together. And guess what? You've already done the hardest part! All that's left is to take what you just wrote and put it together into one flowing paragraph. Write your final response on a separate sheet of paper.

Remember to:

- Use transitions between sentences.
- Read your paragraph to make sure your ideas are clear. Revise as needed.
- When you are satisfied with your paragraph, read it again to make sure there are no spelling or punctuation mistakes.

Name: _____ Date: _____

Short Read Quiz

Directions: Read “Are Your Fave Instagram Stars Trying to Trick You?” Then answer the questions below.

1. Which of the following statements expresses a central idea of the article?
 - (A) People like to watch advertisement-free TV.
 - (B) Kylie Jenner is obsessed with Fashion Nova jeans.
 - (C) Reese’s Pieces became a popular candy after appearing in a movie in the 1980s.
 - (D) Companies are paying stars to subtly promote products in their social media posts.
2. In the article’s title and subtitle, writer Tod Olson’s tone could best be described as
 - (A) admiring.
 - (B) cautionary.
 - (C) joking.
 - (D) confused.
3. On page 11, Olson writes that “celebrities may bury the hashtag at the end of a plethora of other hashtags.” Olson’s use of the word *bury* helps readers understand that many celebrities
 - (A) try to hide the fact that their post is an ad.
 - (B) like to use a large number of hashtags.
 - (C) advertise multiple products at once.
 - (D) forget to label their sponsored posts.
4. On page 11, Olson writes, “Today, traditional commercials aren’t as effective as they once were . . .” Context clues reveal that *traditional most closely means*
 - (A) based on a way of doing something that has been used for a long time.
 - (B) producing a desired effect.
 - (C) unlike anyone or anything else.
 - (D) dull and uninteresting.
5. A graph showing how often soda companies placed their products in movies 30 years ago would BEST fit into which section of the article?
 - (A) “Get Smart”
 - (B) “Art of Disguise”
 - (C) “Sneaky Ads”
 - (D) “Placing Products”
6. Based on “Are Your Fave Instagram Stars Trying to Trick You?,” with which of the following statements would Olson likely agree? (You may choose more than one statement.)
 - (A) Social media users deserve to know which posts are personal and which posts are ads.
 - (B) Because the way people watch TV is changing, advertising is also changing.
 - (C) Celebrities don’t benefit from sponsored ads.
 - (D) A celebrity’s social media posts have the power to influence his or her followers.

Constructed-Response Question

Directions: Write your answer in a well-organized response.

7. For companies of today, paying celebrities to place products in social media posts is a powerful and effective form of advertising. Explain two reasons why this is so. Use text evidence from “Are Your Fave Instagram Stars Trying to Trick You?” to support your answer.

Name: _____ Date: _____

Short Read Quiz

Directions: Read “Are Your Fave Instagram Stars Trying to Trick You?” Then answer the questions below.

1. Which of the following statements expresses a central idea of the section “Sneaky Ads”?
 - Ⓐ TV shows used to have brand names in their titles.
 - Ⓑ Many stars don’t label sponsored posts correctly.
 - Ⓒ Reese’s Pieces was a popular candy in the 1980s.
 - Ⓓ Product placement has been around for many years.
2. In the article’s title and subtitle, Tod Olson’s tone, or attitude toward the subject he is writing about, could BEST be described as
 - Ⓐ admiring (approving or thinking highly of).
 - Ⓑ cautionary (warning about a problem).
 - Ⓒ joking (done to cause laughter).
 - Ⓓ confused (unable to understand or think clearly).
3. Olson writes that “celebrities may bury the hashtag” that identifies a post as being sponsored. Olson means that celebrities
 - Ⓐ try to cover up the fact that their post is an ad.
 - Ⓑ like to use a large number of hashtags.
 - Ⓒ advertise multiple products at once.
 - Ⓓ don’t use enough hashtags.
4. On page 11, Olson writes that “traditional commercials aren’t as effective as they once were.” Context clues reveal that *traditional* most closely means
 - Ⓐ regular.
 - Ⓑ modern.
 - Ⓒ unique.
 - Ⓓ boring.
5. A graph showing how often soda companies placed their products in movies 30 years ago would BEST fit into which section of the article?
 - Ⓐ “Get Smart”
 - Ⓑ “Art of Disguise”
 - Ⓒ “Sneaky Ads”
 - Ⓓ “Placing Products”
6. With which of the following statements would Olson likely disagree?
 - Ⓐ Celebrities have the power to influence their fans.
 - Ⓑ There are rules for how to post sponsored ads on social media.
 - Ⓒ Celebrities don’t benefit from sponsored ads.
 - Ⓓ People like watching ad-free TV.

Constructed-Response Question

Directions: Write your answer in a well-organized response.

7. For companies of today, paying celebrities to place products in social media posts is a powerful and effective form of advertising. Explain one reason why this is so. Use text evidence from “Are Your Fave Instagram Stars Trying to Trick You?” to support your answer.

Name: _____ Date: _____

Go to Scope
Online to listen
to the words
and definitions
read aloud.

Vocabulary:

"Are Your Fave Instagram Stars Trying to Trick You?"

1. **ambiguous (am-BIG-yoo-uhs)** *adjective*; If something is ambiguous, it can be interpreted or understood in multiple ways. *Ambiguous* also describes something that is unclear or hard to define. If you ask your friend to go to the movies with you and she says she loves going to the movies, her answer could be described as ambiguous—it's hard to tell if she means yes or no.
2. **consumer (kuhn-SOO-mer)** *noun*; Consumers are people who buy, eat, drink, or use something. In business, a consumer is someone who buys goods or services.
3. **enforce (en-FOHRS)** *verb*; To enforce is to make sure a law or rule is followed. When a police officer pulls a driver over on the highway for speeding, the police officer is enforcing the speed limit.
4. **plethora (PLETH-er-uh)** *noun*; A plethora is a large or excessive amount or supply of something. An ice cream store that has 100 kinds of ice cream has a plethora of flavors.
5. **subtle (suht-l)** *adjective*; *Subtle* means faint, hard to detect, or not strong. If you bake cupcakes that have only a slight taste of apple, the cupcakes have a subtle apple flavor.

Directions: On the back of this page, list any other words from the article whose definitions you are not sure about. For each word, use context clues to try to figure out the meaning. Then look up the word in a few different dictionaries. Discuss the primary meaning of the word with your teacher or another adult. Then write a definition for the word and one example sentence using the word.

Vocabulary Practice

"Are Your Fave Instagram Stars Trying to Trick You?"

Directions: Choose the word or phrase that is most similar in meaning to each word in bold.

1. enforce

- Ⓐ let go Ⓑ carry out

2. ambiguous

- Ⓐ vague Ⓑ certain

3. subtle

- Ⓐ bold Ⓑ slight

4. plethora

- Ⓐ shortage Ⓑ wealth

Directions: For each statement below, fill in the circle to show whether you think it's true or false. Briefly explain your choice.

5. Jumping up and down, shouting, and waving your hands in the air is a **subtle** way to get someone's attention.

- Ⓐ true Ⓑ false

Reason: _____

6. A sign on a lawn that reads "Keep off the grass" is **ambiguous**.

- Ⓐ true Ⓑ false

Reason: _____

Directions: Rewrite each sentence below using one of the words in the box. There is one word you will not use.

ambiguous consumer plethora enforce

7. The CEO of Jeans Inc. wants to figure out how to be make the brand more appealing to young shoppers.

8. Principal Mackey is selecting a group of students to help teachers make sure that the school's safety rules are followed at recess.

9. I couldn't believe the number of options at the fabric store—there were hundreds of different prints to choose from.

