

Tennessee

Studies Weekly

See Primary-Source
Related Media...



s-w.co/TN2-31

LIFE IN THE UNITED STATES

GRADE

2



Catchy Jingles

It's summertime! Rev wants a new bike, but he does not have any money. After thinking about it, he has an idea. He wants to sell cookies. If he sells enough cookies, he will buy a new bike. He tries to sell his cookies, but it's not easy. Only a few mice who live near his cage have bought some cookies. If he does not make more money, he will never be able to buy his bike. How can he make more sales?



Catchy Jingles

What is Advertising?

What is advertising?

It's a way of calling attention to what you want to sell. You do this by creating a message.

You can post your message on signs and posters. You can also share your message on the radio, internet or even on TV.

People will be interested in your product and they will want to learn more. You will have better chances to sell!



Other Ways to Advertise

People who sell things can put an ad on TV. Or they can put an ad on the internet. They can even put up posters around town. Some people think the best way to sell your stuff is by word of mouth. What do you think it means to sell by word of mouth?



Jingles are Fun!

A jingle is a way of advertising your product. It's a short song that tells people what you are selling. It's a fun way of promoting your products! Jingles can be heard on the radio and in TV commercials.



Easy to Remember

A slogan is a short phrase used to promote your idea or product. A slogan is easy to remember. It's a simple yet catchy phrase! You may be familiar with some companies' slogans. What's your favorite?



Name _____

Answer the following questions.

1. Rev's cookies cost \$1 each. If each person in the picture bought two cookies, how much money would Rev make?



2. If you had money and could go to a store right now and buy anything you wanted, what would you buy? Draw a picture of it below.

Think about a product you can sell. Create a slogan to promote it. Then, draw a t-shirt with your slogan written on it.

My product

My t-shirt

My slogan
