Don’t Sell Yourself Short
Lesson 121
Paired with Check Out That Site—Advanced

<table>
<thead>
<tr>
<th>Discover Story Vocabulary</th>
<th>advertiser, competitor, product</th>
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<tbody>
<tr>
<td>Glossary Words</td>
<td>competitors, method, advertisers, analyze, products</td>
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**Question Type**          | **Question**

**Vocabulary**             | What is an advertisement?
                          | a. a picture, set of words, or short film that tries to get you to buy something
                          | b. someone who tries to sell you something
                          | c. an explanation someone gives about something

**Effect**                  | What kind of person might decide to buy something because of an anti-bandwagon advertisement?
                          | a. someone who likes to be different from others
                          | b. someone who wants to be like a celebrity
                          | c. someone who wants to be like everyone else

**Intertextual**            | Why should you be careful about buying something because of a special offer?
                          | a. Because you will probably end up spending more money than you need to.
                          | b. Because special offers are sometimes dangerous.
                          | c. Because you may not have enough room for all the things you are buying.