

Book Buzz

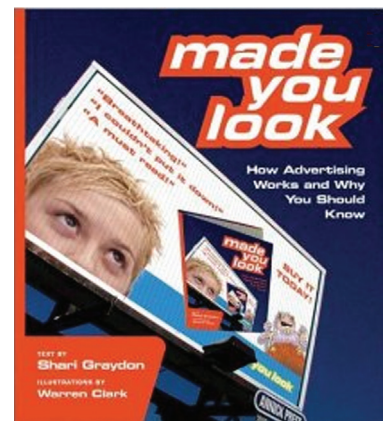
Literacy involves not just the ability to read a particular medium, but also the ability to understand the significance of the messages being conveyed. Surrounded by advertising, today's consumers, including our students, need to recognize and critically interpret the messages that bombard them. This book buzz suggests a variety of books aimed at students, parents and teachers to help them gain perspective on the words, images, sounds, tastes and even smells that marketers use in a world where commercial messages intrude on almost every aspect of life. |



Hogg, Hogg, & Hog

Margie Palatini
New York: Simon and Schuster Books for Young Readers, 2011
ISBN 978-1-4424-0322-2

Three pigs (not so little) have left Old MacDonald's farm and made their fortune in the big city by promoting the latest and greatest marketing concept. Their brand name is on everybody's lips — until the fad fades. Then the pressure is on to find the next great brand. The hogs wallow around in memories of their rural roots and get some ideas, but will credit go to those to whom it is due? What compromises will have to be made? What is the long-term plan for Hogg, Hogg, Hog and Partners? Who will be behind the driver's wheel? This little picture book, recommended for four to eight year olds, raises some interesting questions about the workings of big (or in this case pig) business.



Made You Look

Shari Graydon. Illustrated by Warren Clark
Toronto: Annick Press, 2003
ISBN 9781550378153

When it was first published almost a decade ago, *Made You Look* was widely acclaimed as an introduction to advertising for students in higher elementary grades. The format and language appeals to students. It continues to provide valuable insights into the marketing industry and how advertising has evolved from its beginnings until the first decade of the twenty-first century. Advertising-related issues addressed by the author (including body image, gender issues, health, self-esteem and stereotyping) remain important for the pre-teen target audience. Similar issues are addressed in Graydon's 2004 publication, *In Your Face: The Culture of Beauty and You* (ISBN 9781550378573).