

The Cost of Cool

Directions

Read the article and then complete the questions. Discuss your answers either in a small group or with your class.

❶ How important is it to have cool clothes?

Very important

Somewhat important

Not important

❷ Who is the most influential on what you consider to be cool?

Celebrities

Friends

Popular kids

❸ What makes a certain style of clothing cool?

The way it looks

If other people are wearing it

None of the above

The brand

All of the above

❹ Write down the top three clothing brands that you think of.

❺ Review the ads from the magazines.

- How do celebrities look the same or different from people that you know in real life?

- Are they cool? What makes them cool?

❻ Read the following article, “Advertising to Teens Is More Challenging Than Other Demographics.” What advertising techniques does the author say are most effective when marketing to the teen demographic?

❼ Based on your understanding of the article, do you think companies are reflecting or influencing what teenagers want to buy? Write a paragraph to explain your answer.

❽ What is the cost of cool? Explain the relationship between spending practices and achieving financial goals.
