

Unit 1: Photo Stories

Reading 2: Our Visual Brain

Answer the questions as you read.

1. Why does the writer ask two questions in the introduction? (paragraph 1)

2. What does *This* refer to in the last sentence of paragraph 2? _____

3. Why are we more likely to remember a word if it is shown with a picture? (paragraph 3)

4. What does dual encoding help us do? (paragraph 4) _____

5. How does the brain process words while reading? (paragraph 5) _____

6. According to the article, how might you increase the chance that something will be reposted on social media? (paragraph 6) _____

7. What evidence is there in the article for the answer to question 6? (paragraph 6)

8. How does Apple use the idea of the Picture Superiority Effect? (paragraph 6)
