

Reading Log #2: “Why Do American Grocery Stores Still Have an Ethnic Aisle?”

**Directions:**

Read the article once for general understanding, once again for more specific understanding and details, and once again looking connections between ideas and developing questions about the text. Be certain to make note of key ideas (ideas that are developed and explained in the text), and look up any vocabulary with which you are unfamiliar.

Then, respond to the following in complete sentences.

Note: Now that you know what you’re doing, you’ll complete this one all on your own!

- 1) Identify the text by author, title, source, and date:
- 2) Identify type of text: For example, a book or chapter of a book, a news article, editorial, government document, advertisement, blogpost, foundation, documentary or film, TV or radio program.
- 3) Identify main subject(s) of text:
- 4) Identify the main purpose of the text: For example – is it to provide information, analyze a subject, tell a story, take a position, or sell a product?
- 5) Identify author of the text: For example, is she or he an expert in a field related to the subject of the text, a reporter of news, an investigative journalist who has done research on the subject of the text, a witness to events related to the subject of the text, a government agency or organization promoting an agenda, a corporation selling a product? It is important to determine an author’s credibility and her or his point of view in order to effectively assess her or his argument.
- 6) Consider the outside sources: In this article Krishna quotes a number of entrepreneurs whose food products often end up tucked in the ethnic food aisle grocery stores. What perspective does this add to the text that may have been missing, otherwise?
- 7) Make connection between the text and at least one of the following:
  - a. Other texts you have read on the same subject as the text you’ve read for this assignment.
  - b. Other sources such as television, film or internet, that relate to the subject of this text.

c. Personal experience with the subject of this text and / or the experience of people you know.

**8)** What question(s) would you ask the author, or of one of the people quoted in the text?  
(Identify whom you're asking the question of, along with the question.)