

# Product Search



**Product Search is a type of Word Detective Activity. This is a student favorite. The objective of this activity is to have the students begin to transfer their new knowledge regarding vowel patterns into the real world. In the world of advertising and products, students see various fonts, colors and spellings. By realizing they can read in the "real world" their confidence levels increases tremendously.**

**To get started in your classroom you simply need to begin saving various ads, flyers and/or catalogs that you may receive at home or work. Post a card or spyglass with a vowel pattern written on it in a specific place in your classroom. This will tell students which pattern they need to find when working on this activity. Students may then put the product ads they find into individual folders, class folders or a basket. From the basket a parent volunteer or teacher's aid could then glue the ads onto colorful paper, laminate them and place either magnets or Velcro on the back to create another sorting center for your classroom.**

**For your activity, take some time to thumb through the ads and see which ones could begin a collection for PBJ and L-C words. Look at the Product Search Center on display and ask questions if you don't understand why a certain product is sorted under a certain vowel pattern.**