**Appendix 3. Cause and Effect with DirecTV**

This example uses the DirecTV commercial “Don’t Chase Imaginary Butterflies,” available on [YouTube](https://www.youtube.com/watch?v=caMXu46VhXg). Use this chart to preteach vocabulary and help students understand the commercial.

|  |  |
| --- | --- |
| **DirecTV: Don't Chase Imaginary Butterflies Into Something Illegal** | |
| **have cable TV** | **https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQnfl-P5ui2DbjFElQk4PRVz6Kuq-JR7ldOQ02Z5gki_FfFbmbINA** |
| **cable's on the fritz** | **[http://assets.nydailynews.com/polopoly_fs/1.1173108!/img/httpImage/image.jpg_gen/derivatives/landscape_635/article-sunspots-1002.jpg](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiZ5-ya6vLJAhVCQCYKHUE7CW0QjRwIBw&url=http://www.nydailynews.com/new-york/sun-spots-mess-tv-reception-article-1.1172996&psig=AFQjCNFSE7j-Tx0U2YxjANQUkaCLuWhVDQ&ust=1450989219560065)** |
| **one thing leads to another** | **https://writing-academy.com/account/assets/blog-files/post_319_20141103151336581.jpg** |
| **chasing imaginary butterflies** | **[http://previews.123rf.com/images/goodshotalan/goodshotalan1009/goodshotalan100900012/7778291-Girl-chasing-butterflies-cartoon-Stock-Vector.jpg](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiutdLb6vLJAhXESyYKHdtBDh4QjRwIBw&url=http://www.123rf.com/photo_7778291_girl-chasing-butterflies-cartoon.html&bvm=bv.110151844,d.eWE&psig=AFQjCNGtF8I8fz8wnb0fahF9lpLh-5hnSg&ust=1450989330457562)** |
| **doing something illegal** | **[https://arielcie.files.wordpress.com/2014/04/illegal_downloading_music-11.jpg](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiW8N716vLJAhXLLyYKHerpAaYQjRwIBw&url=https://arielcie.wordpress.com/2014/04/10/illegal-downloading-the-crime-no-one-is-ashamed-of/&psig=AFQjCNHEJyfY9jifieNsIfAmGuuCIDOxiQ&ust=1450989391600036)** |