**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.

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| --- |
| **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** |
| **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** |
| **doing something illegal** |  **https://arielcie.files.wordpress.com/2014/04/illegal_downloading_music-11.jpg** |