

The power of advertising

1 Food ads

a) Look at the photos and tell your partner your first impressions.

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b) Read the facts that researchers in the US found and tell your partner what you think about them.

1. In the USA experts believe that advertisers spend more than \$12 billion every year on advertising messages aimed at the youth market.
2. In 2007 pre-teens (children of 8-12) watched an average of 21 food ads a day. 34% were for candy¹ and snacks, 29% for breakfast cereal², 10% for fast food.
3. In the US, children under eight see one ad on fitness or a healthy diet for every 26 food ads. For pre-teens, it's one health ad for every 48 food ads. And for teens, it's one for every 130 ads.
4. In the US the average child watches over 40,000 TV ads per year.
5. Pre-teens in the US saw no ads for fresh fruit or vegetables in 2007.
6. Children under eight think that what the ads show is true: they do not think critically about what the ad is trying to do, so believe what it says.

¹candy ['kændi] – (AE) Süßigkeiten; ²breakfast cereal ['brekfəst,si:riəl] – Getreideflocken und ähnliches als Frühstücksspeise

c) In the US it is known that many children are too fat. Use the photos and the facts to explain this. Make a list.

2 Other countries

a) What do you think of the rules in the following countries?

Country	TV ads
Sweden	All advertising aimed at children under 12 has been banned since 1991. No advertising at all before or after children's programmes
Denmark	No advertising within 5 minutes of a children's TV programme
Belgium	No advertising within 5 minutes of a children's TV programme
UK	No ads for food with a high content of fat, sugar and salt during programmes for under-16s

b) What is the situation in Germany? What do you think of this: is it good, bad, ...?

c) Make a poster to express your opinion on food advertising aimed at children. You can use facts, photos, drawings, etc.

Lösungen

Lösungsvorschläge Seite 1

Ex. 1

- a) Photo 1 shows a lot of fast food: chicken legs, chips, coke and a huge beefburger. The photo makes me feel hungry/sick/...
- Photo 2 shows two girls who are watching TV. They are eating snacks. I think they are having a good time/very unhealthy/...
- b) 1. That doesn't surprise me. Advertisers know that they can easily influence young people.
2. That really shocks me. They must be hungry all the time.
3. Wow! They must see a lot of junk food ads!
4. That sounds like a lot of ads.
5. They probably don't think about eating them.
6. They must think that healthy food isn't important and that they should eat all the rubbish that they see in ads on TV.
- c) A child who watches 40,000 ads a year is watching a lot of TV, sitting down, not doing any physical activity.
Many of the ads are for sweet things, fast food, etc.
There were no ads for healthy food.
There were very few ads about a healthy lifestyle.

Ex. 2

- a) *Individuelle Schülerlösung*
- b) There is no restriction on advertising food and snacks for children. I think this is bad because ads influence children. They believe what they say.
- c) *Individuelle Schülerlösung*