

Unit 5 Advertising

5.3 Advertising and Children

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Aims and Demand

We are to

- learn to find topic sentences
- practice reading comprehension by outlining and summarising the text
- read the text to extract specific information and language chunks
- learn (more) about the arguments for and against advertising to children



Bananaman



bananas



Transformer



GG Bond



lollypops





Adverts aimed at children



PANDA 熊猫

**开学季
英语复读机**

全国联保

480S超长复读
五级变速
液晶显示屏幕

一键录音 原声高保真复读

AI智能对话学习机

我们不一样

哪里不会问哪里

入门同步 四大同步资源



READING

1. Read the text and find out the topic sentence of each paragraph.

2. Draw an outline of the text to understand its framework.



Outline

- I. **General introduction of the phenomenon** (paras. 1-3)
- II. **Worries about the phenomenon** (paras. 4-5)
- III. **Government approaches to the phenomenon** (para. 6-8)



I. General introduction of the phenomenon (paras. 1-3)

1. **General introduction**
2. **Ways to reach the target of kids** (in many ways.....)
3. **Features of these Ads** (short, imaginative, often in the form of animated cartoons.)



II. Worries about the phenomenon (paras. 4-5)

- 1. Kids' not thinking carefully about these Ads**
- 2. Spending vast sums of money on junk food**



III. Government's approaches to the phenomenon (para. 6-8)

- 1. Some countries against the phenomenon**
- 2. Others in favor of it**
- 3. Summary to the approaches**



More exercises

1 What products are most commonly featured in adverts for children? How are they advertised?



2a Read the article quickly and say which of the following are not mentioned in the text.

1. the time children spend watching television

2. the ways in which advertisers can reach children

3. the problems of advertising to children

4. how different countries control advertising

5. products that are not allowed to be advertised in different countries



2b Read the article again and find the following.

1. three examples of ways in which advertisers reach children
 - ① show an ad many times during school holidays;
 - ② make TV commercials louder than programmes;
 - ③ sponsor programmes and show commercials before the programme starts (Paragraph 2);
 - ④ children's advert are short, imaginative and often cartoons (Paragraph3);
 - ⑤ offers of free toys, models of cartoon characters, gimmicky packaging and interactive websites (Paragraph 5);



2. three serious problems with advertising for children

- ① children love adverts and watch them like entertainment programmes (Paragraph 3);
- ② children are less critical than adults and don't realise the advert has a persuasive message (Paragraph 4);
- ③ many adverts promote unhealthy food (Paragraph 5);



3. four countries that impose controls on advertising for children

Sweden; Greece; Denmark; the Netherlands (Paragraph 6);

4. three countries that don't impose controls

France; Britain; Germany;



5. three examples of how countries approach the control of advertising to children differently

- ① Sweden bans advertising to children under 12;
- ② Greece bans TV adverts for children's toys between 7 a.m. and 10 p.m.;
- ③ France, Britain and Germany use self-regulation



Vocabulary



Find out the chunks in the text to translate the following Chinese into English.

新的研究报告发现..... **A new report has concluded that ...**
对.....越来越有兴趣 **become increasingly interested in ...**
研究显示..... **Studies show that ...**
有吸引力的目标 **an attractive target**
传媒系 **the Department of Media and Communications**
达成目标 **to reach one's target**
在学校放假的日子 **during school holidays**
电视广告 **TV commercials/advertisements**



吸引注意 **to attract attention**

赞助一个节目 **to sponsor a programme**

一个针对孩子的广告 **an advertisement aimed at children**

以动漫的形式 **in the form of animated cartoons**

一个娱乐节目 **an entertainment programme**

有人担忧..... **There are concerns about / over ...**

一位专门从事媒体分析的记者

a journalist specialising in media analysis



最令人担忧的是.....

劝导性信息

尽可能多的钱

鼓励某人做某事

说服某人去做某事

一大笔钱

垃圾食品生产商

花钱做广告

促销食品

免费赠送玩具

The most worrying thing is that ...

persuasive message

as much money as possible

encourage sb. to do sth.

persuade sb. to do sth.

a vast sum of money

junk food manufacturers

spend money on advertising

promote food

offers of free toys; to offer free toys



卡通人物模型

花哨的包装

互动网站

西方国家

快餐店

政府的解决措施

12岁以下的儿童

禁止为儿童玩具做电视广告

models of cartoon characters

gimmicky packaging

interactive websites

Western countries

fast food restaurants

government approaches (to ...)

children under the age of 12

to ban television

advertisements for children's

toys



法律控制

自我调节（自我管控）

产生；激发

良好行为准则

培养思考的能力

长大成人

这种信念/观点认为.....

意识到.....

说服力

.....几乎毫无希望

legal controls

to regulate oneself; self-regulation

bring out

code of good conduct

develop the ability to think

grow up

the belief is that ...

be aware of ...

persuasive power

there is little hope that ...



解决一种情况

跨越欧洲各国的管控（措施）

欧盟

目前

一种解决问题的途径

绝大多数.....

成员国

确信某人（某物）

广告有害性质

to resolve a situation

cross-European regulations

the European Union

at present

an approach to the problem

the majority of

member states

be sure of sb./sth.

the harmful nature of advertising



VOCABULARY: word combinations

3 Look at the article again and find the words below. Which other words do they combine with? Is each combination adjective + noun or noun + noun?

- a) managers (line 2) **advertising managers: *noun + noun***
- b) target (line 7) **attractive target: *adjective + noun***
- c) commercials (line 16) **TV commercial: *noun + noun***
- d) message (line 38) **persuasive message: *adjective + noun***



e) sums (line 43) **vast sums: adjective + noun**

f) food × 2 (lines 43 and 59)

junk food: noun+ noun / fast food: adjective + noun

g) websites (line 53) **interactive websites: adjective + noun**

h) advertisements (line 66)

television advertisements: noun + noun



4 Complete the sentences so they are true for you.

- 1 I think advertising managers should ...
- 2 I think junk food is ...
- 3 I like / don't like TV commercials that ...
- 4 Companies should not spend vast sums of money on ...

5 Work with a partner to discuss the following.

- 1 Do you agree that advertising should be aimed at children?
Why / Why not?
- 2 In the text there are a number of approaches to controlling advertising for children. Which is the best?
- 3 In your opinion, should some products not be advertised?
If so, which?



Summary and Assignment

1. Summary of the text

2. Assignment

❖ Writing: **My view on advertising targeting kids**

❖ about 150 words



Thank you!

