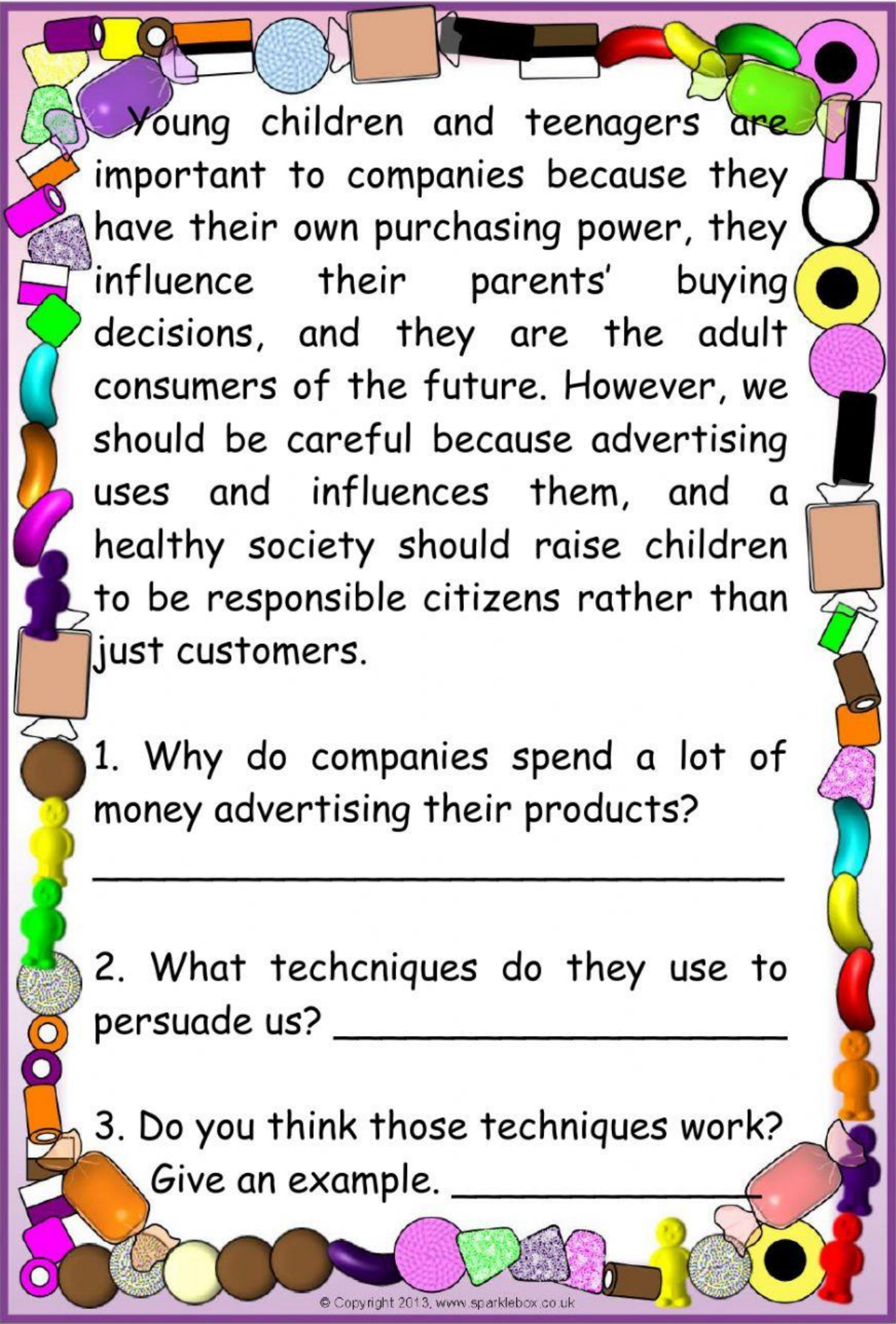


The Power of Advertising

Companies spend millions of dollars every year advertising their products. Their ads tell us that if we buy their mp3 players, people will admire us more; if we eat their food, we will be happier; and unless we wear their clothes, we don't look trendy.

They use a variety of clever techniques to persuade us to buy their products. Some companies employ famous athletes, singers, and actors. They think that if we see our heroes wearing a certain T-shirt, then we'll want to wear, too. Other companies try to make us feel bad for not buying their products: unless we use their products, we won't be good friends, or we'll put the environment in danger.

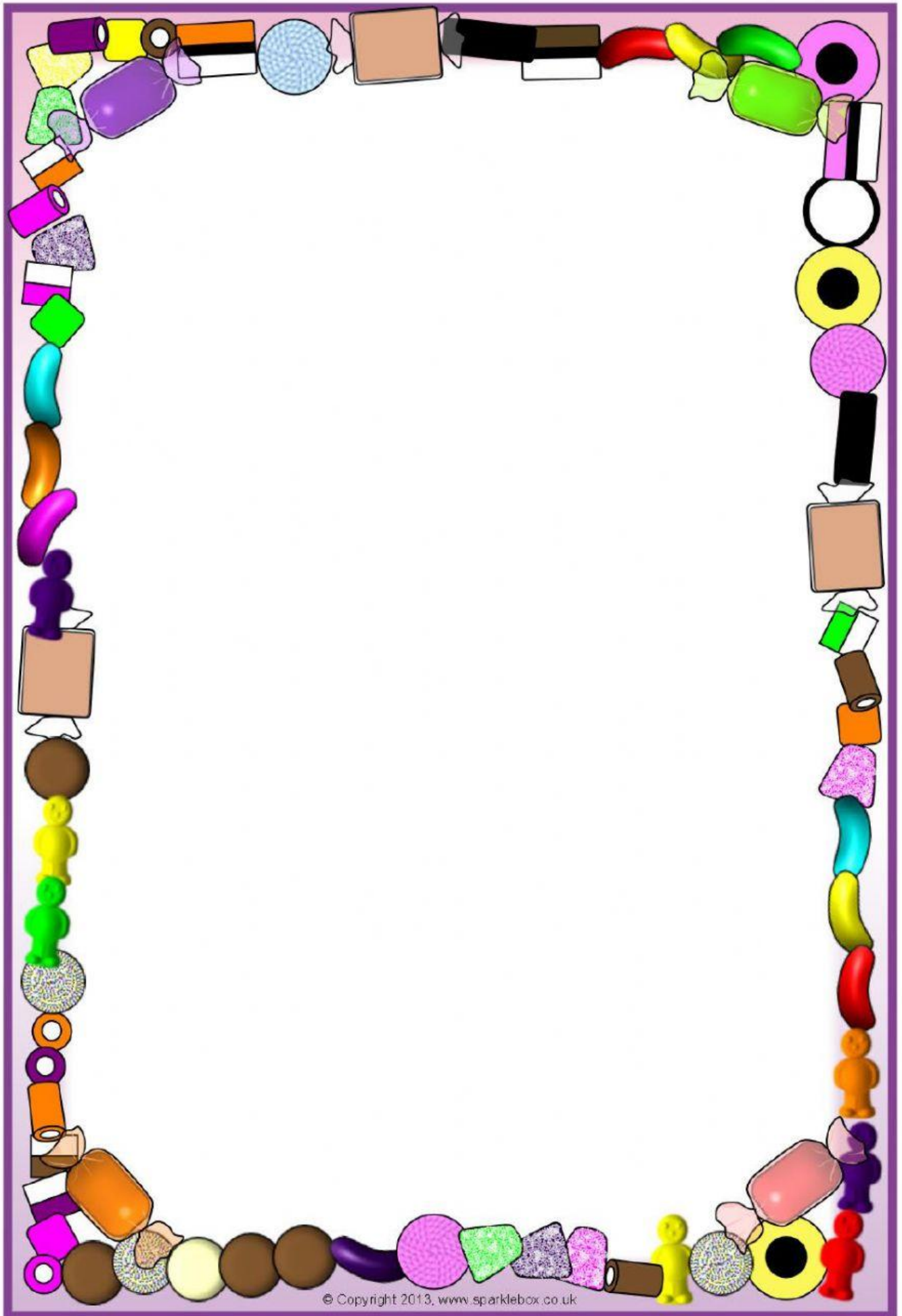


Young children and teenagers are important to companies because they have their own purchasing power, they influence their parents' buying decisions, and they are the adult consumers of the future. However, we should be careful because advertising uses and influences them, and a healthy society should raise children to be responsible citizens rather than just customers.

1. Why do companies spend a lot of money advertising their products?

2. What techniques do they use to persuade us? _____

3. Do you think those techniques work? Give an example. _____



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