

READING 3 (10 Marks)**Informative Text & Questions**

Instructions: Read the text below carefully, then complete **Task 1** (Short Answer Questions) and **Task 2** (Multiple Choice Questions) on the following pages.

ADVERTISING TO CHILDREN**Is it ethical to advertise to children?**

Many parents would say not, on the grounds that children are more **vulnerable** to ads than adults, and cannot tell when an advertisement is **misleading**. Some people feel strongly that advertising is **harmful** to children. It trains them to choose a product not because the product is good, but because of the celebrity **associated** with it, or the pictures on the outside of the package.

Advertising to children around the world

Advertising to children varies greatly from country to country. Canada severely **restricts** advertising to children as do some European countries. Sweden and Norway **prohibit** any advertising to children under the age of 12. Luxembourg and Belgium prohibit ads for five minutes before, during and after programmes for children. In Canada, ads cannot **exceed** four minutes in each half-hour of any programme for children. But in the US, the average child watches around 16,000 TV adverts a year. Ads are specially directed at children for cereals, toys, chocolate and many other things.

The main issue

The question is should children be **treated** like other consumers, or in a special way, or should they not be advertised to at all? Those who are against advertising to children say that it **encourages** children to become **obese** and to want things which their parents cannot afford. On the other hand, some people believe that advertising to children can be a useful tool for teaching them about critical analysis – how to understand what advertising is, how it works, what it's trying to do, and to be critical of it.

Some positive outcomes

Advertising to children does not always have negative **effects**. It can also be used to raise awareness of things which **benefit** their lives, such as healthy eating programmes and road safety **campaigns**. Recently, Michelle Obama became the leader of a campaign against child obesity which was marketed at children. The fast-food company, Subway, supported the campaign by spending \$41 million US dollars over three years to **promote** a healthy eating programme for children. The campaign has the slogan 'Playtime, Powered by Veggies.'

TASK 1: Short Answer Questions (6 Marks)

Write a **SHORT** answer (1–4 words) for each of the following questions according to the text.

1. Why do many parents believe advertising to children is harmful?

Answer: _____

2. Which age group is protected from TV advertising in Sweden and Norway?

Answer: _____

3. How many TV advertisements does an average child in the US watch each year?

Answer:

4. What is one main argument used by people who oppose advertising to children?

Answer:

5. According to some supporters, what useful skill can children learn from advertisements?

Answer:

6. What major health issue was Michelle Obama's campaign trying to fight?

Answer:

TASK 2: Multiple Choice Questions (4 Marks)

Read each item and shade the correct box (A, B, or C).

7. According to the text, in Canada, advertising during children's programmes is —

- ☐ A. completely **banned**.
- ☐ B. **allowed** up to 4 minutes per half-hour.
- ☐ C. **forbidden** 5 minutes before and after a show.

8. Advertising can have a positive effect when it is used to —

- ☐ A. lower the cost of children's toys.
- ☐ B. train children to buy packages with nice pictures.
- ☐ C. raise awareness about road safety and healthy eating.

9. How much money did Subway spend to support the healthy eating campaign?

- ☐ A. \$41 million US dollars.
- ☐ B. \$16,000 US dollars.
- ☐ C. \$12 million US dollars.

10. What is the slogan of Subway's healthy eating campaign mentioned in the text?

- ☐ A. *Better Options for Fit Kids*
- ☐ B. *Playtime, Powered by Veggies*
- ☐ C. *Partnership for a Healthier America*