

Advertising in schools

In certain countries, there has been rapid (1)..... (GROW) in the spending power of teenagers. Realising this, firms are aiming even more of their (2)..... (PRODUCE) at young people, and (3)..... (INCREASE) they are doing this by advertising directly in schools. These companies see children as the (4)..... (CONSUME) of the future, and hope that when they become adults they will maintain their (5)..... (LOYAL) to brands they first started buying in their youth.

As a result, many (6)..... (MANUFACTURE) are keen to supply equipment to schools, sponsor sports activities or provide students with kit that carries their logo. Other firms install machines selling snacks and drinks, and these are often highly (7)..... (PROFIT) for both the companies and the schools.

There is, however, considerable (8)..... (AGREE) about whether this is a good idea. Some claim these firms provide a useful service, but others argue that these machines encourage (9)..... (HEALTH) eating habits at a time when many doctors are concerned about the diet of the young.