The Power of Advertising (pp. 90-91)

Advertising statistics

A. Look at the statistics on exposure to advertising and find the information.

1- If American teenagers watch 3 to 4 hours of TV per day, how much time do they spend actually watching TV commercials?

* per day?
* per week?
* per year?

2- Why do you think so much advertising is put out during local news programmes in the USA?

3- What do you think about the amount spent on targeting young consumers in the USA?

What are the reasons for this?

4- What does the expenditure on online ads tell you about present-day changes in American lifestyle?

4- Complete the following paragraph with the following words:

*cumulative • deny • effects • exposure • habits • harm • occur • percentage • relevant • targeting*

The more fundamental concern regarding the ....................................... of advertising on children relates to questions of potential ....................................... resulting from exposure. A variety of research findings are ....................................... to this issue. Several studies, for example, have found that parent-child conflicts ....................................... commonly when parents ....................................... their children’s product purchase requests that were precipitated by advertising. Considerable research has examined advertising’s ...................................... effect on children’s eating ....................................... . Studies have documented that a high ..................................... of advertisements ................................. children feature candy, fast foods, and snacks and that ....................................... to such advertising increases consumption of these products.