Name _____
Date _____ Hour _____

"Hey Kid, *Buy This!*"

The purpose of this activity is to see how advertising targets children and to discuss the ethical implications of such advertising.

Vocabulary for "Hey Kid, *Buy This*!:

1. pervasive _____
2. insidious _____
3. cross-promotional blitz _____
4. devoid _____
5. narcissism _____
6. entitlement _____
7. barrage _____
8. impervious_____
9. implicit _____
10. reticence _____
11. brasher _____
12. intricately _____
13. alienate _____
14. egregious _____
15. vigilant _____

Questions for "Hey Kid, *Buy This*!:

1. At what age do corporations start marketing to children? Explain.

2. What are some venues for ads for kids?

3. Why does Paula Goedert say that “brand awareness has become an incredibly abusive experience”?

4. What does it mean to be “brand aware”? What are the hot brand names now? Do you think most of your peers are influenced by advertising to buy brands? Why or why not?

5. Give one example of how tobacco or alcohol ads are targeted to children. What do you think of that?

6. Explain the relationship between movies and advertising. What “movie” toys, games, or other products did you have when you were a child?