Title of essay/article: Adult world must let girls be girls Name: Alex Yeoh

1. What is the context of the article?

All the advertising to young girls is harmful for them mentally and puts them at greater risk of sexual relations with adults.

1. What seems to be the author’s purpose?

To inform the reader of the problems that can arise from advertising “sexy” to young girls and how the defense used by the practitioners are flawed.

1. In what type of publication did this appear? Describe it. Why is this important, specifically?

It appeared in the Sydney Morning Herald which is a massive news source that is also online which covers a large variety of subjects, so it is likely to have a massive audience.

1. Write a brief analysis of the author’s credentials and possible expertise or bias. If no information is available on the author online, try to take a guess based upon his or her knowledge and writing ability, which you might derive from the article.

She is a researcher of ethics and is known for her work on the topic of the sexualization of children and as a result is an expert in the topic. The publication she wrote this article in is known as a centralist news source, so it is unlikely to be biased but if it is, it is unlikely to be very biased.

1. Who seems to be the ***target audience***? Be specific.

Parents/guardians of young girls

1. List 6 sentences/quotations that you think show and support the author’s stance. Explain *how* for each in 1-2 sentences.

“the forms "prettiness" now takes, which include "bralettes" for girls as young as three" She gives a very specific and very disturbing example of the issue.

“In one recent study, about one-third of seven-year-old Australian girls wanted to be thinner, despite the fact that they were all within a normal healthy weight range.” She brings up research that shows that there is a problem that is likely associated with the advertising.

“is it wise to actively encourage girls of primary-school age to have romantic fantasies about older men? How do we then expect them to behave if an older man approaches apparently offering romance?” She questions the position that society and this sort of advertising has put on young girls and how this may be a risk.

“To sexualise children in the way that advertisers do - also implicitly suggests to adults that children are interested in and ready for sex.” She brings up how this advertising is already putting those young children at risk.

“If children perceive being "sexy" as important and their play times revolve around this theme then they will miss out on other activities that better foster physical and cognitive development” She brings up how this is harming young girls in multiple ways because having them focus on being sexy causes them to miss out on developing physically and mentally.

“Rather than being empowered, children are being exploited by the process of sexualisation. For children seeking to become empowered in an adult world, a more promising route is to focus on developing cognitive and emotional capacities” She argues that these behaviors are not making the children more empowered but rather puts them at risk and suggests a couple better avenues for the empowerment of young children.

1. Analyze the writer’s language. What is the writer’s tone? Why might he or she have chosen this tone? Is it effective? How is the writer trying to reach a specific audience through style and language choices and wording? Give 4 examples and clearly connect the answers to these questions to them in several sentences for each.

The tone is a slightly negative one because her ultimate goal is to convince the reader of how this practice is harmful. It is effective because of the large number of examples the author provides.

“BRAS for eight-year-olds. Lip gloss for six-year-olds. Fashion and gossip magazines for girls from age five.” This introduction grabs the attention of readers if only because of the odd and scary thought that these products exist in the market.

“The focus on sexual couplings found in girls' magazines, pitched at readers aged five to 13, may have dangerous implications for children who are approached by predatory adults.” These practices are already putting children at greater risk. This marketing might even cause a young child might think it’s okay or even normal for them to have a relationship with an adult.

“To sexualise children in the way that advertisers do - is profoundly irresponsible, particularly given that it is known that pedophiles use not only child pornography but also more innocent photos of children.” The children in these advertisements might already be harmed even if nothing has happened to them as innocent photos are also used by pedophiles.

“an excessive focus on "sexy" appearance and behaviour is that other important aspects of their lives can suffer.” Young children are still developing, and the advertisements can directly negatively impact them as they try to aim for the ideals of “sexy” while neglecting what they really need to grow and develop properly.

1. Finally, how do the stance and language choices aid the author’s purpose relative to ***target audience***? Explain in detail, using three specific examples (lines, etc.) and showing the connection.

“BRAS for eight-year-olds. Lip gloss for six-year-olds. Fashion and gossip magazines for girls from age five.” This introduction grabs the attention of readers to try to reach as many people as possible to raise awareness of this.

“Children, particularly girls, are under increasing pressure from advertisers and marketers to adopt a "sexy" persona from very young ages.” The article is mostly focused on young girls.

“In a cultural context where sex is heavily glamourised and represented as highly desirable, is it wise to actively encourage girls of primary-school age to have romantic fantasies about older men?” She brings up a very pertinent question that any reasonable parent might consider once they learn about all the potential repercussions of this advertising.