

## Handout 2

### Exercise 1.

Look at this extract from a student's essay on the impact of advertising on child behavior. Are **in-text references 1-10** **correct (v)** or **incorrect (x)**? When they are **incorrect**, **correct them** and **explain what is wrong**.

For example,

1. **x** *date needed*, e.g. (Lee, 2010)

It is now well established that food promotion influences children's food preferences and their purchasing behavior **1** (Lee). For example, a study of primary school children by **2** Teresa Cairns (2006) found that exposure to advertising influenced which food they said they liked. A more recent study showed that labelling on a vending machine had an effect on what was bought by secondary school children **3** Willis (2012). A number of studies have also shown that food advertising can influence what children eat **4** (e.g. Barry, 2011, May 2010, White, 2010). One, for example, showed that advertising influenced a primary class's choice of daily snack at playtime **5** (May, P, 2010). However, it is more difficult to establish whether a link exists between food promotion and obesity **6** (Levin, Advertising in focus, 2008), although some studies have attempted this by using the amount of television viewing as a measure of exposure to television advertising **7** (e.g. Marks, 2006, in Allen, 2008). They may have established a link between television viewing and diet, obesity and cholesterol levels, but as **8** Alvin 2010 has noted, it is impossible to say whether this effect is caused by the advertising itself or other factors. One study tried to resolve this problem by taking a detailed diary of children's viewing habits **9** (Collins, 2011), showing that the more food adverts they saw, the more snacks and calories they consumed. In summary, while the literature does suggest that food promotion influences children's diet in a number of ways, "incontrovertible proof of a link simply is not attainable" **10** (Petersen, 2012, page 13).