

Exercise: MLA In-text Citation

Instructions: Once you've looked over the assigned pages on MLA-style in-text citation, read the following paragraphs. For each sentence that you read, consider whether or not it is a sentence that requires citation. Indicate each sentence that you feel requires a citation by circling the period at the end of the sentence. We will discuss, in class, where and how to include these citations. What I want you to do in this exercise is to just begin thinking about what types of information require citation.

- Do you think that the information comes from the author's own knowledge or represents general knowledge gathered from his or her overall research? If so, it is likely that no citation is required.
- Has the author quoted an outside source? Do you feel that the author has paraphrased or summarized specific information gathered from another source? Do you feel that the author is representing words or ideas that are not originally his or her own? If any of these circumstances are the case, a citation is most likely required. Circle the period at the end of each sentence for which you feel that this is the case.

Advertisers say that around 82 million of the "Generation Y" youngsters, (ages six to twenty-four), are making purchasing decisions on everything from food, clothing and cars to vacations and entertainment. They even have a lot to say about the family and vacation homes that are being purchased by their parents. They have essentially become the co-purchasers. Therefore, advertisers must listen to and direct a good share of advertising dollars toward this newly forming market. This age group's word-of-mouth sway doesn't come just from a small social network or peers at school anymore but from a wide swath of members of online networks from sites such as myspace.com or facebook.com. This age group has, perhaps, hundreds of people they communicate with regularly. Many of the hot topics center around the latest items being purchased.

Advertisers also know that today's youth are much more informed about the latest technology. They have knowledge at their fingertips that their parents never had. They are tech savvy and know how to access information and how to share it with their peers. If Grandma wants a digital camera, who is she going to ask for advice first? Her 18 year old grandson or her 45 year old daughter? There is no question that the grandson will know where to find information, probably knows someone who just bought a digital camera or has probably used one recently and even has a brand preference.

Most advertising geared toward young children shows the product being used in a group of happy, exuberant children their own age, usually involved in some sort of sports and appearing to be having a lot of fun. The unspoken implication is that if you, too, use this product, you will be the center of a group of popular, happy, exuberant friends and you, too, will be having a lot of fun. Tim Kasser, PhD., demonstrates this trend by referring to one Pepsi commercial a few years ago showing a high school football team in the

locker room after a championship loss. Everyone is looking sad. One boy brings in Pepsi. Everyone instantly cheers up and talks about how there is always next season. When a group of 13 year olds was asked later if they thought the Pepsi helped everyone feel better, they said no, it wasn't about the Pepsi, it was just about friends trying to help each other feel better. When asked if the commercial would make them want to drink Pepsi when they felt bad, they answered yes. In a recent study, a group of elementary children all stated that commercials don't tell the truth, yet when asked, they all had strong opinions about which was the "best" brand of sneaker or sports drink. Their opinions were based not on their own experiences but on what they'd seen on TV and in ads. Advertising appeals to emotions, not to intellect, and it affects children more profoundly than adults.

Opponents of child-directed advertising fear that all aspects of children's lives including their health, education, creativity and values are at risk of being compromised by their new status in the marketplace. Focusing only on the products advertised is really underestimating the magnitude of the problem. Of equal concern should be the sheer volume of exposure to these ads, the values embedded in the messages and the behaviors that these messages inspire in our children. Children are assaulted everywhere – at home, at school, on sports fields, in playgrounds and on the street. Most spend about 40 hours per week engaged in some form of the media (radio, TV, movies, magazines, the Internet). The average child sees about 40,000 commercials in a year on television alone.

We will not understand fully for many years the effects that advertising messages have had on our children, but recent studies by Kasser have shown that adults who strongly value wealth and the accumulation of material items tend to have higher levels of distress and lower levels of well-being, worse relationships and less connection to their communities. Sweden and the province of Quebec have banned all television advertising directed to children under age twelve by stating firmly that those children are not fully capable of understanding the purpose of the advertising. Many studies are being done here in the United States, closely studying the policies of these countries. Some experts feel we should instigate similar programs in this country.

Works Cited

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Pecheux C. and Derbaix C. Journal of Advertising Research. July 1999: 22-23

Clay, R. "Advertising to Children: Is It Ethical?." Christian Science Monitor. 8 Sept. 2000: 34.

Kasser, Tim, Ph.D. Studies at Knox College, Galesburg, Illinois.

Waters, Jennifer. "Youths Lack Purse But Not the Power." The Oregonian.

(note: These citations are not complete. I have researched this student's citations in an attempt to complete them, but have not been able to locate the original articles)