

# Happy birthday consumer

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**This task is about identifying how vocabulary, tone, and repetition are used to convey a message.**

Read *Happy Birthday* by Alan Bagnall (*School Journal part 4, no. 2, 1999*) and complete the following tasks.

- This text gives reasons why eleven- and twelve-year-olds are the target group for advertising companies like "Manipulative Marketing Inc."

Write down **two** of these reasons.

1.

2.

- b) Name **two** types of purchasing mentioned in the text.

1.

2.

- c) Give the meaning of the following words as used in the text.

Vulnerable

Manipulate

Receptive

d) In this text some words and phrases are repeated for effect.

i) Write down an **example** of this repetition.

ii) What is the **effect** of the repetition?

e) What is the tone of this text?

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