

Part III, Section 4

Additional Essay Questions: Media and Image

Sleep problems: Predictor or outcome of media use among emerging adults at university? (p. 257)

Royette Tavernier and Teena Willoughby

1. The study described in this essay sought to establish the nature of the link between media use and sleep problems among university students. What other problems might be linked to media use among this population, either as a predictor or an outcome?
2. In paragraph 6, the authors outline some of the difficulties involved in conducting a longitudinal study such as this one (which covered a three-year period). How did the researchers deal with the data gap created by these problems, and how might these problems be minimized in a future study of this kind?
3. In the concluding paragraph, Tavernier and Willoughby suggest that “it may be worthwhile to promote more effective sleep habits to assist university students in getting good quality sleep.” What forms might such a promotion take? Would this be an appropriate role for a university administration?

Reality TV gives back: On the civic functions of reality entertainment (p. 266)

Laurie Ouellette

1. Argue for or against the following statement: Reality TV is a fad.
2. Do you agree or disagree with John Corner’s assertion that “a lack of civic purpose” is one of Reality TV’s defining features? Write an essay expressing your stance.
3. Pick a reality show that with which you are familiar and demonstrate how it aids in civic education.

Jurassic World and Procreation Anxiety (p. 272)

Richard Dyer

1. Richard Dyer's critique of *Jurassic World* is rooted in an analysis of gender and ethnic representation in the film. Use a similar method of analysis to critique another popular movie.
2. In the opening paragraph, the author describes *Jurassic World* as "fun entertainment" with plenty of thrills and a clear indication that "all will be well" by the end of the film. Yet he proceeds to identify a number of disturbing sub-texts in the movie. Does this strike you as contradictory, or can these two responses – enjoyment and critique – be considered complementary?
3. In paragraph 8 the author includes a passing reference to "Frankenstein foods." The 19c novel *Frankenstein* is the classic story of a monster created by a scientist which is accidentally let loose on the world. To what extent does the creature "Indominus rex" in the film *Jurassic World* correspond to this early monster prototype?

Self-reported food skills of university students (p. 277)

Courtney K. Wilson *et al.*

1. The authors make a strong case that university students "have inadequate cooking skills and low involvement in food preparation." Present an argument that, while this may be the case, it is not significant and/or should not be considered an indication of future dietary or nutritional problems.
2. In paragraph 25, the authors indicate that the current study "did not assess food safety knowledge." How might such knowledge be defined and assessed?
3. Based on Table 1 (p. 280), summarize the defining characteristics of the study sample. What other characteristics of the sample group might be worth identifying and assessing, and why?

Healthy choice?: Exploring how children evaluate the healthfulness of packaged foods (p. 288)

Charlene Elliott and Meaghan Brierley

1. The research described in this essay presents a compelling case that children lack "nutritional literacy." What other forms of health "literacies" might contemporary children lack and what is the relative importance of these?
2. Present an argument that rather than trying to change the ways in which children interpret labels on packaged foods, the nature of such packaging should be changed.
3. The authors of this study focussed on children's responses to the packaging of food, including "colour, images, spokes-characters, brands and FOP [front of package] claims." How might

children's responses to information about food products provided in television advertisements compare to their responses to packaging?

A ban on marketing foods/beverages to children: The who, why, what and how of a population health intervention (p. 297)

Daniel J. Dutton, Norman R.C. Campbell, Charlene Elliott, and Lindsay McLaren

1. Banning marketing to children is a complex issue. Identify and describe the top three issues as presented by the authors in this reading.
2. Discuss the merits of education (i.e., educating children about diet, exercise and marketing strategies) versus banning marketing to children. Which do you think is the best approach to ensure the health of children?
3. Analyze the assumptions made about the intended audience for this argumentative piece, especially in terms of the values and background knowledge of these projected readers. Begin by identifying the audience, with support, and then consider ways in which these assumptions are made evident.