

NEWSREEL

2023-03-11

Programmanus

av Carrie Morrison

Hi, and welcome to Newsreel. I'm Carrie Morrison. Coming up:

- Marketing vapes to children

Jenny: It's been sort of a concern I've had about it from the beginning, but it definitely seems to be escalating.

But first...

Football fans throwing toys

A football match in Turkey was stopped after fans threw toys and clothes onto the pitch. The fans were showing their support for the victims of the earthquakes in Turkey and Syria.

The game was paused after four minutes and 17 seconds to allow the gifts to be thrown onto the pitch. The event was organised by Besiktas fans during their match against Antalyaspor.

Over 50 thousand people died in the earthquakes and more than one and half million have been left without essential needs.

Marketing of vaping towards children

England's chief medical officer, Chris Whitty, is calling for action to stop companies marketing vaping products to under 18 year olds.

Even though it is illegal to sell vapes to children under 18, the proportion of 11–17-year-olds who vape has doubled in just two years, going from 4 to 7%.

Professor Chris Whitty said that marketing addictive products with unknown long-term side effects to young people is “utterly unacceptable”. He pointed to the fact that a lot of vapes have flavours that appeal to young people - things like chocolate, caramel and candy floss.

concern

oro

escalating

eskalera

pitch

spelplan

essential needs

nödvändiga behov

marketing

marknadsföring

vape

elektronisk cigarett (e-cigg)

proportion

andel

long-term side effects

långtidsbiverkningar

utterly

ytterst

candyfloss

sockervadd

I've been out on the streets of London to get people's thoughts on vapes and how they're marketed. I asked Johnny and Jenny what they thought.

Carrie: Jenny, how do you feel about vaping culture becoming so popular among children?

Jenny: It's certainly concerning seeing the number of pre-teens and teenagers who are vaping on the rise. It's been sort of a concern I've had about it from the beginning, but it definitely seems to be escalating.

Carrie: And, Johnny, what do you think about the fact that so many young people are now smoking?

Johnny: It's really messed up that smoking has gotten much so much more popular among teenagers. I mean I have a brother who's currently 16 and he started smoking too and it's like a 'cool thing' to smoke. So that's worrying for me because I think that's such a shame, you know because we almost... that we made smoking so uncool over so many years and suddenly vaping becomes this cool thing to do.

Carrie: What do you both think companies should do about their marketing?

Jenny: I think something just keeping it as simple as 'these are the brands and flavours we carry here'. They don't need to be stylised pictures or sexy photography. We don't see cigarettes advertised on social media, we don't see a TikTok post with "hashtag ad" from Belmonts or whatever. The number one way to demonstrate it, or at least to present that they have a conscience to their consumers would be to stop advertising on social media, especially on platforms that we know are targeted towards young people.

The vaping industry deny that they're targeting young people with their advertising and say that a lot of older people like sweet flavoured vapes.

Carrie: And what do you think about that, Johnny?

Johnny: What I think vaping companies could do is, is just make sure that, like, none of the flavours are like children oriented, like candy floss or stuff like that. Although I understand that there's a market for adults wanting those flavours too, I feel like... it's almost like it's advertised for kids.

Thanks Johnny and Jenny.

James Bond books about to be republished

James Bond theme

Lastly, there are changes being made to the James Bond novels. The iconic spy has appeared in 27 movies so far, with more to come.

certainly

säkerligen

on the rise

på uppgång

escalating

eskalera

messed up

rörigt [negativ innebörd]

currently

just nu

that's such a shame

det är så synd

we carry here

som vi har här

stylised

stiliseras (att något framställs förenklat)

ad

reklam

conscience

medvetande

targeted

målriktad

flavoured

smaksatta

oriented

inriktad

republished

ompublicerad

spy

spion

But originally James Bond was a character in a series of books by Ian Fleming, and some of those books contained racist language.

Now the publisher is planning to publish new versions with the offensive language removed.

James Bond theme

That's all for this week. I'll speak to you again soon.

Goodbye!

contained

innehåll

offensive language

stötande språk