



BAIT AND SWITCH

Part one: the problem

“ Imagine this:
We are inside a family home and it’s dinner time for the baby.
We can see the baby, sitting in her chair ...
And we can see her father’s hand.
And the spoon.
The rest of the father is **not in the shot**.
But he’s feeding the baby – **spoon-feeding** the baby.
Or perhaps I should say, he’s trying to spoon-feed her.
Because **he just can’t get her to eat**.
I’m not sure exactly what’s on the spoon.
I think it’s vegetables or something.
But the baby isn’t happy.
Each time the father tries to put the spoon in her mouth,
she turns away in disgust.
“Open wide!”
Three or four times.
But **she just refuses to eat**.

Part two: the solution

“ Anyway, the father decides to try something different:
a bait and switch.
He takes out some chocolate.
He breaks off a piece and shows it to the baby.
Her little face lights up.
“Open wide!”
This time **she obeys**.
She opens her mouth wide – really wide!
But instead of chocolate, she gets **a spoonful of vegetables**.
Father one, baby nil!

