

# Regulating food advertising for children

[Business](#), [Marketing](#)



Regulating Food Advertising for Children Mollie Burdick February 14, 2012 HU 101 Critical Thinking Herzing University Online The most popular form of advertisement that companies use is association. This is done by having a famous actor or actress endorse the product by being in a commercial or using that product in their television show or movie. This form of advertisement is more effective in teens wanting to fit in. For even younger children they base what they want by what character or toy is in the commercial or on the front of the box. For example: Tony the tiger, Toucan Sam, and The Captain from Captain Crunch.

Children associate things being good for them when they see them presented to them in this way, especially when they hear for example Tony the tiger saying “ their great! ” This is why, “ thirty years ago, the marketing industry established the Children’s Advertising Review Unit (CARU) specifically to recognize that material which might be truthful and non-deceptive for adults could still mislead young people” (Liodice, R). There are guidelines for just about every aspect of our lives. Now they are trying to enforce stricter guidelines on how companies advertise their product.

But can this be done without violating a company’s right for the freedom of speech? Yes, companies just need to be a little more creative. So in order to help fight childhood obesity, Liodice explains that “ companies, individuals, families, schools, governments and the media need to work together in ways that will bring better health to everyone in this country” Advertisements are being targeted the hardest because children spend way too much time watching television. The average child watches about one thousand hours of

television a year. “ On average, children ages 2-5 spend 32 hours a week in front of a TV.

Kids ages 6-11 spend about 28 hours a week in front of the TV and 71% of 8- to 18-year-olds have a TV in their bedroom. ” says Kyla Boyse. This shows that children are not being active enough and they are losing their imagination. Our lives are governed by guidelines in every form. But can this be done without violating a company’s right for the freedom of speech? Yes, companies just need to be a little more creative. So in order to help fight childhood obesity, “ companies, individuals, families, schools, governments and the media need to work together in ways that will bring better health to everyone in this country” (Liodice, R).

One of the things that the guidelines ignored is “ the point and the fact that adults make the vast majority of food purchases for their families, particularly for younger kids” (Liodice, R). So if the adults don’t buy it the kids wouldn’t be able to eat it. But what the guidelines did not forget is what children do, to get what they want. Example how children will through a temper tantrum if they can’t have what they want. So the adults have a tendency to give in to keep the child calm. This problem I blame on the government for taking punishment out of the home.

Adults are powerless against children in fear of going to jail for child abuse or child endangerment. Personally I feel a trip to the wood shed would be called for, it never hurt us, but it did get our attention. In order to help stop the bad influences of food commercials on children, companies have started backing off how many food commercials they advertise. According to Nielsen Media Research there was a thirteen percent decline (Liodice, R). Especially during <https://assignbuster.com/regulating-food-advertising-for-children/>

the prime time when children are watching television. This is a start but not the cure for childhood obesity.

This is not just a media problem. This is a problem starts at home, children need to play outside more in the fresh air so they get the exercise. T. V. was not designed to be a babysitter, but seeing it has become a babysitter schools, government, companies, individuals, and families all need to work together to stopping childhood obesity. References Boss, J (2010) Think: Critical Thinking and Logic Skills for Everyday Life. Retrieved on February 14, 2012 Kyla Boyse, RN. , August 2010, Television and Children, Retrieved on February 14, 2012 from [http://www. med. umich. edu/yourchild/topics/tv. htm](http://www.med.umich.edu/yourchild/topics/tv.htm)