

Advertising targeting children

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



Advertising Targeting Children 31th, October, Simona, D. . The construction of fun in food advertisements targeting children. Bradford: Emerald Group Publishing, Limited.

Advertising targeting children have always raised an alarm due to the content and the regulation governing advertisement and the rights of children. It is important to note that children in most countries refer to young people under the age of 18 years. At this age, these groups of people are considered indecisive and most of their decisions have to be made by their parents. After examining and evaluating children viewing patterns on the television, I have realized that it is important that we differentiate commercial advertisements from programs material. In most cases, what raise an alarm are the commercial programs targeting children. This is because of the influence of format and the audiovisual techniques meant to capture children's perception of things. The effects of characters in commercials advertisements, exceptional offers, self-concept appeals, the volume food advertising, and repetition of commercials, and medicine advertising have all been proved to have a high level of influence of the children (Simona, 2010).

I concur with this article because I feel that violence and unsafe acts in commercial advertisements directed to children is unsafe and very influential in their perceptions towards life. These kinds of advertisements have an effect on the consumer socialization in this case children, with their parental relationship. I also believe that children in any state or country deserve the same level of protection against advertising similar to that offered to adults. However, the current law is precise in necessitating that commercial

messages be unmistakably recognizable as such to their intended audience. Unquestionably, it would be unbearable to safeguard young kids from exposure to all advertising on television, thus necessitating a differentiation for an advertisement targeting children and one targeting adults.

Gennadi, G., & Naira, M. (2012). Children and Persuasive Advertising: Drawing the Line between Peripheral and Informative TV Commercials. *Journal of Politics and Law*, 15-24.

With the development of innovative media techniques and the inventive marketable practices that are now being focused to children, it is indispensable that the arena of marketing and the associated social sciences give a boost to their consideration of how young people comprehend and are predisposed by contemporary publicizing messages. By doing so, the world will gain a better comprehension of how a young people's mind works, in addition to providing critical experiential confirmation to help form the future of both public guiding principle and accountable marketing industry practice in this arena.

Advertisers are well aware that their efforts inspire children viewers, and they invest their money in the business. Given the important part played by mass media in the livelihoods' of the country's children, it is important to advance with new academic research inventiveness in this realm. Moreover, an advertisement directed to children on the internet provides unique ethic issues for advertisers since their parents do not restrict the information obtained by the children. It is also precarious that Internet publicist conspicuously displays notifications and that these notifications be transcribed in a language that young, people can effortlessly understand

(Gennadi & Naira, 2012).

In regards to this article, I concur with this researcher, since I also believe that advertisements targeted to children should undergo through scrutiny to ensure that no harmful information is transferred to the children. I also believe that advertisers should be careful to use language, which is appropriate to children.

References

Simona, D. (2010). The construction of fun in food advertisements targeting children. Bradford: Emerald Group Publishing, Limited.

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