



Impact of Advertisement on Children



Presentation plan:

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- 2. What Are the Effects of Advertising on Kids?
- 3. Positive Impacts
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Introduction:

- **Children see lots of advertising every day.**

Children experience advertising in many forms – on TV, YouTube, apps, radio, billboards, magazines, newspapers, movies, the internet, advergames, text messages, social media and more.

What Are the Effects of Advertising on Kids?

- Advertising can have both positive as well as negative effects on children, based on the content, quality and the presentation of the advertisement.



Positive Impacts

1

- They can be a source of information. Certain advertisements, especially public service announcements present innovations and technological milestones that can offer a good learning opportunity to the child.

2

- Certain advertisements, those for hygiene products can help inculcate good habits in the child.

3

- Healthy food choices advertised the right way can also prompt the child to opt for a more balanced diet.



- Advertisements may also have motivating content that can encourage children to choose a profession or chase a specific dream. They can help them develop a passion for the same and work towards it from a young age.

Persuasion to purchase a product they like can be a real problem, as advertisers direct their marketing strategies towards children, the parents may have a stubborn child on their hands demanding that they buy a specific product for him.

A large portion of the food items advertised is junk food and has a visually appealing advertise targeting young children. These can influence the eating habits of the child and promote unhealthy diet leading to obesity.

Negative Impacts

Advertisements can also be a leading factor in influencing the choice of toys, clothes or luxuries of a child.


Children may also tend to have lower self-esteem if they believe themselves to be inferior for not owning the various products that are advertised, especially so, if their friends possess these items.




- The sexual objectification of women in some advertisements is a cause for concern, as children grow up to think that this is the norm.

Here are a few things that you can do to reduce the negative effects of advertisements on young children.

Cut down on the screen time. Limit the amount of time that your children are allowed to watch TV or use the computer. It is also advised, that you monitor the content that your kids are watching.



When your child asks for a specific product, initiate a conversation with them about why they want it. This will give you a chance to explain to them how advertising works.



Try to download television programs to avoid having to watch advertisements with your child.



Help your child learn the difference between 'needs' and 'wants'. And teach them to only ask for something that they need.

Conclusion:

- In a world of innovative advertisements that appear just about everywhere, it will be hard to shield your child from being exposed to most of them. Advertisement agencies have tried out every medium from television to print and from billboards to luggage tags in the airport to advertise products. Your child will inevitably see and consume the content of these advertisements.
- Have a conversation with your child about the strategies that are used to attract him. Help your kid understand that the advertisers are aiming at making sure that he 'wants' the product. This can help open up a conversation about advertising in general and help you protect your child from the negative impact of the advertisements.

Thank you for your attention!

