

Student's Name

Professor's Name

Course

Date

Is It Acceptable For Companies To Advertise To Children?

The marketing and advertising industry is crucial since it supports a nation's economy by increasing the sale of products and services. However, over the last decade, the way companies advertise their products and services has changed. There is an increasing focus on children, leading to the creation of multiple children advertisements. Kids, as consumers, form an easy target since they are easily suggestible. Besides, they can influence the purchasing power of their parents significantly. Rarely will one see an advertisement for the elderly. This drift has caused emotionally charged discussions between lawmakers, advertisers, and the public. Parents are extremely concerned about the culture of spending that advertisements instill in their children. Advertising, for some, is simply a euphemism for capitalism.

There are many issues surrounding advertising to children. First, it is considered as a major contributor to the current obesity trend. According to (Grad 47) the average child watches approximately four hours of television a day and sees over 20, 000 commercials mostly on high-fat foods, high-sugar drinks, and high-salted snacks. Such commercials breed a generation of adults who struggle with healthy lifestyle choices because such values are much easier to instill in a young person. Secondly, advertising encourages the culture of spending. Furthermore, the choice of method of spending for parents is slowly morphing which has led to the creation of 'generation plastic'. Credit card companies are aiming at creating a future generation of credit card aficionados, and are marketing to children as young as three years old. Of course, such

inclinations will nature children who are unable to control their personal finances creating massive personal credit card debts.

Companies advertise with the fundamental aim of reaching more consumers and maximizing profits. Thus, it is important for parents and lawmakers to progressively and continuously review the laws on children consumerism. Moreover, companies should focus more on educational advertising and marketing.

Work Cited

Grad, Iulia. "Ethical Considerations on Advertising to Children". *Postmodern Openings*, vol 6, no. 2, 2015, pp. 43-57.