Children in the World Advertising

Katie Oatman and Katie Sanders
As a child, could you tell the difference between a commercial and a tv program?
Children’s Exposure to the Media

- 1970’s: 20,000 Commercials per year, and each year after (80’s and 90’s) it increased 10,000

- In 2004, children aged 2-17 saw close to 15.1 food ads per day (5,500 per year)
Products and Pitches

Targeting children and putting them in a box.

Most advertisements are for Junk food:

- 80% of all advertising falls into four categories; Toys, Cereals, Candy, and Fast Food/Junk Food

- Seasonal Advertising

- Ads targeted at children have one priority, send a message that the product is associated with fun times, with out the boring details
Junk Food Commercials Aimed at Children and Teens
As a child, was there a commercial that persuaded you to buy a specific product?
Nature of Media Environment

- After Preschool years, aged 3-4, much of children viewing is spent watching programs for general audiences.
Effects of the Media Environment

Intended Effects:
- Viewers remember the product, want the product, purchase the product

Unintended Effects:
- Increase in materialistic values, negative reactions to “no,” unhealthy eating habits, unrealistics expectations surrounding drugs/alcohol/sex
Effects of Advertising on Children
Reactions?
So what should we do? How can we find a balance?