“Advertising to children is not as bad as people think”

Discuss using evidence from *Consuming Kids*

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| Advertising **is** as bad as people think | Advertising to children **is not** that bad |
| (To do: listen carefully to the film and take notes)* Children can’t decide/evaluate
* Deceptive
* Encourage violence (boys)
* Unrealistic body image (girls)
* Teach values: “life-long consumers”, “you need stuff to make you happy”
* Nag factor
* Advertising is everywhere and is powerful
 | (To do: think critically about the arguments in the film)* Children can understand
* Children understand fantasy very well (eg Santa)
* Some advertising has a good message
* Freedom of speech: censorship is bad
* Parents can teach/influence children
* Parents don’t have to listen
* Only if you look at it
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