“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 |