



ISSN 2277-2685

IJESR/Jan. 2016/ Vol-6/Issue-1/1-3

Dr. T.C. Simonu *et. al.*, / International Journal of Engineering & Science Research

EFFECTS OF MEDIA CONTENT ON CHILDREN

Dr. T.C. Simonu

Associate Professor, MAMO College, Manassery Mukkom, Kozhikode, Kerala.

Abstract

Ads raise our awareness of things on the market, but they often have detrimental effects, especially on youngsters. Today's kids are bombarded by commercials whenever they turn on the TV, read a magazine, or surf the web. They lack maturity and honesty. Marketers that use television to promote their wares typically have a naive conception of what running a business entails. They fail to recognize that marketers aim to pique kids' interest in order to sell them items. Children tend to take everything at face value, even the claims made in commercials. Specifically designed to pique the interest of kids, commercials are everywhere these days. Children are oblivious to the tactic's commercial significance. Children are an easy mark because they are impressionable and gullible.

Key Words: Advertisement, Medias, Buying Behaviour, Consumer Awareness.

When it comes to business, "winning at a girl in the dark" is a good analogy for going without advertising. This phrase perfectly sums up the significance of advertising. The purpose of advertising is to persuade consumers to buy a product or use a service by appealing to their emotions rather than their rationality. Like the other elements of the marketing mix, it contributes to the success of the product. Commercials have a disproportionate impact on young minds. The effects on children's social development are multifaceted. Children have become independent buyers because to the proliferation of mass media like television, making them a key demographic for many companies' products and services. Marketers are among the first to recognise kids as potential buyers with sway over parental budgets. Even if they are supplied for recreation and viewed as playthings by adults, advertising of guns and toys promote violence. The ingestion of imaginative and intellectual faculties is advocated. Such aspects of advertising have been thoroughly examined by Kline(1994). Toy marketing and advertising, in his opinion, have a deleterious effect on kids' mental health. They develop aggressive tendencies despite their self-delusion that they are engaging in courageous actions.

Most students have an awareness of the motivations behind advertisements sometime between the ages of seven and eight, as stated by Bever Smith et al. Although it has been observed that by the age of seven, children are able to tell ads apart from programming, it takes a few more years before children's knowledge base expands to include an awareness of the persuasive intent of advertisements. According to Dickinson's research on the influence of television on the eating habits of people aged 11 to 18, the medium features food advertising at a rate of about ten times every broadcast hour. Fruits and vegetables are featured heavily in shows, but junk food is heavily promoted in commercials. He hypothesized that there is solid evidence to support the idea that both television shows and commercials play significant roles in shaping consumers' dietary preferences.

The Mickey Mouse club and Disneyland first appeared on daytime television in the 1950s, thanks to an arrangement between the financially struggling ABC network and Disney. Products marketed to children in the 1970s fell into four main categories: toys, cereals, confectionery, and sports goods. There has been heated discussion for a long time about the impact of television advertising on consumer behavior, morals, and community cohesion.

Kids often try to persuade their parents to buy them toys or other items they see advertised on TV but don't actually need. When it comes to shaping the minds of today's youth, television now ranks right up there with parents and educators (Panwar, 2006). Companies knew that kids were large buyers of particular things, but they didn't see them as a separate market since they didn't think youngsters had much disposable income. As a result, rather of talking to children directly, most of the ads aimed at convincing their mothers to buy the products. These marketplaces evolved into what is now known as pester power. Because marketers understood that kids' parents would provide the majority of their spending money, they avoided directly targeting children with advertisements. However, advertisements were starting to target kids. Because of children's television programming, commercials were able to reach youngsters directly. Children's 'pester power' refers to their ability to convince adults to fulfill their desires for stuff they've seen advertised on television (Proctor & Richards, 2002). Anger, frustration, and disappointment may result when children persistently ask their parents for things that the parents refuse to buy for them because of their own values or because of financial constraints (Atkin, 1978). Marketers have expanded the amount of research they perform among young consumers due to their growing influence on product purchases, whether direct or indirect. Researchers from specialized organizations study preschoolers. However, some businesspeople have claimed that children's pester power is not a cause of argument but rather the foundation for bargaining between children and their parents over what to purchase (Pilgrim & Lawrence, 2001).

CONCLUSION

Some products, especially those related to food, should not be advertised due to health

concerns. The majority of children's advertising is for food or drink, and the employment of idealized pictures by advertisers only serves to reinforce preconceived notions about children. Young children are regarded to be especially susceptible to advertising because they have less context for understanding the motivations of marketers and the steps involved in making a commercial. The idea is that grownups are more resistant to advertising's persuasive tactics since they know full well that such tactics are employed.

Toys and other things once targeted at teenagers are increasingly being purchased by and/or given to younger children, prompting marketers to coin the expression "getting older, younger" (Cohen & Cahill, 1999). The concept of "getting older younger" is relevant in terms of selling the same products to younger children because there is little doubt that children and young people are adopting fads and modern lives earlier than that which occurred in the past (Smith, 2001). With the proliferation of home media systems, parents have less say over their children's viewing habits and less opportunities to have conversations about the commercials they may have seen. It's true that many parents don't know enough about the roles and responsibilities of regulators. Teaching about advertising in the classroom is another technique to help kids understand it. Activities to raise children's awareness of advertising should be incorporated into media education programs for young people (Cragg, 1992).

References

1. Foundation of Advertising Theory and Practice, S.A. Chunawalla and K.C. Sethie, Himalaya Publishing House, 1997
2. Theory of Consumer Behavior, by Dr. Shri Prakash, Vikas Publishing House Pvt. Ltd.
3. Third Barrio Gunter, Caroline Oates, and Mark Blader, Television Commercials Targeting Children.
4. Advertising to Children: Concepts and Controversies, by M.Carole Macklin and Les Carlson, SAGE Publications, Inc.
5. ABDO Publishing Company, 2005, Marcio Amidson Lusted, Advertising to Children.
6. References 6–10: Bever Smith; Bengel and Johnson (1975); Blosser and Robertz (1985); Robertson and Rossites (1975); Rubin (1974); Ward, Wackman, and Wartella (1977).
7. Advertisement agencies (7.) and advertising to children (8.) can be found in the English