



Young Media Australia fact sheet

Advertising: true or false?

Advertising in the media is OK for children, because ...

They can tell when they are being conned

False

Under the age of seven or eight, children don't understand the selling intent of ads.

Children of nine or ten are still uncertain as to whether ads are telling the truth. Many adults still get conned by ads!

It helps them decide what food is good for them

False

Ads show children what's fun to eat, not what's good for them.

The majority of food ads directed at children are for sugary, fatty, salty or processed foods.

Many food ads provide only selective information about their products. 'Good' aspects of the product are mentioned; no mention is made of the not-so-good or unhealthy aspects.

They need to learn to deal with ads

False

Research shows that children who are exposed to ads at an early age are more susceptible to them than those who have less exposure.

A child needs to be old enough to understand the selling intent of ads, and have a caring adult to help counter the messages before they can start to deal with ads.

They need to know what toys they can buy

False

Ads show kids what the marketers want to push this month, but do children need those products?

Many toys that will aid children's development and imaginative play are not those advertised on TV.

Many toys are aggressively marketed to coincide with movie releases, often for M rated movies that are not suitable for children under the age of fifteen. Younger children who have been exposed to these merchandising campaigns, or had the toys bought for them, are more likely to put pressure on their parents to see these movies, often with disturbing results.

Young Media Australia recommends ...

Minimise your child's exposure to commercial television. From an early age, give children a strong sense of your appreciation and approval of them - just as they are. Talk to older children about the selling intent of ads. Encourage them to be critical viewers and teach them the tricks used in advertisements. Avoid TV or movie related toys as presents and explain why foods they see advertised are not good for them. Look around for age specific toys that meet children's real play needs.



For more information about Children and the Media, call the Young Media Australia Helpline

Up to date and reliable information for parents and caregivers about the impact of the media on children.

1800 700 357

Freecall anywhere in Australia, 24 hours a day, 7 days a week
Or go to the Young Media Australia website

www.youngmedia.org.au

Ordering more fact sheets

Young Media Australia has over sixty printed fact sheets about the impact of media on children.

To get a list of available Young Media Australia fact sheets, or to order your copies call the

**Young Media Australia Helpline
1800 700 357**

You may also download a fact sheet order form from our web site **www.youngmedia.org.au** or browse the fact sheets in topic format online.

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