



Advertisement

Task: Advertising and Children

Activity 1: Listening

Welcome to a practice listening task for the GESE 11.

You are going to hear a talk about **advertising and children**. You will hear the talk twice. The first time, just listen. Then I'll ask you to tell me generally what the speaker is talking about. Are you ready?

Audio Script

There has been noted controversy in whether advertising is acceptable to allow children to see or not. The questions at hand is that if there had been more control on the advertisement for young eyes, would it be different for their well being as adults or not? It is quite hard to say, really.

Which brings us to why adverts and commercials should be avoided for the viewing of children. Firstly, children's minds are extremely prone to picking up all information thrown at them, because their mind is still forming. The negative possibility with this is that children are unaware of what the advertisers are trying to accomplish with their adverts and commercials. Secondly, not only do children easily remember commercials they view on television, but also are convinced just as easily. Almost everybody knows that the brain of a child is like a sponge and soaks up everything they see and hear. Sooner or later, this is bound to have a harmful impact on the child in some way or another. This brings us to the next reason to be against advertisements aimed towards children. Since children are so easily influenceable, along with other unfortunate stimuli in their lives, they could have these never-to-be-forgotten experiences through publicity that in conjunction with other occurrences and incidents, could sadly enough contribute to emotional and behavioural disorders later in their teen years. By and large, this can bring on emotional and behavioural disorders when you consider the violence, sexual context and profanity that some commercials have. Even the less extreme commercials may not be promoting the best of habits to children, such as weight loss products that could make a teenager feel as if they are overweight, or even publicity that motivates the consumption of fatty and sugary food, which passively encourages obesity. This is not the only problem. Studies have been made over stressed-provoked reasons in children which are showing that they have been developing ulcers as young as 7 years of age, due to worrying about things that a child that young shouldn't even be considering.

Alternatively, it wouldn't be fair if the company's standpoint wasn't considered. On the first account, children are absolutely huge money makers for companies. By eliminating the children's market for publicity, companies could potentially lose over half of their probable profit. Additionally, children are likely to convince their parents to buy things that they saw on a commercial. This is great for companies, being able to do extremely well profit wise. This could bring in \$600 billion in sales in the United States alone. Also, parents must have been aware that their children often see other inappropriate things in their childhood, and it is not right to blame it all on advertisements. It is hard to shelter a child from everything that they



encounter. Notwithstanding, luckily enough some believe that exposing children to the world when they are young, will make them better prepared to adapt in the real world. There are many alleviated parents by knowing that their children are not suffering from this exposure.

All in all, it may very well be difficult to avoid, but parents and companies both should try their very best for the well-being of the children. Only by limiting negative influences, will parents be able to keep their children from being easily influenced and allow children to have the freedom to be just children. This is by far the best possible solution.

Can you tell me in one or two sentences what the speaker was talking about?

Now listen to the talk again. This time make some notes as you listen, if you want to. Then I'll ask you to tell me about the point of view of the speaker, the cons of showing advertisements to children and the pros that this has for the companies that use adverts with children in mind.

Now tell me about the point of view of the speaker, the cons of showing advertisements to children and the pros that this has for the companies that use adverts with children in mind. You have one minute to talk.

This is the end of the listening task.

Answers:

Point of View	<ul style="list-style-type: none">● keep children are easily influenced and children have the freedom to be children
Cons of advertisement for children	<ul style="list-style-type: none">● children's minds are still forming / unaware of what advertisers are doing● children easily remember commercials and are easily convinced● lead to behavioural issues later in their teen years● can contribute to emotional and behavioural disorders● physical problems caused by stress: developing ulcers as young as 7 years of age



Pros for companies that use advertisement with children in mind

- children are huge money makers for companies
- Children convince their parents to buy them things on commercials, great for companies, over \$600 billion in sales
- children see other inappropriate things in their childhood, not just advertisements
- exposing them to the world when young, makes them better prepared for the real world

Marks: +_ / +10