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## **HOW ADVERTISING AFFECTS CHILDREN?**

Every company that has a children's audience, developing strategies based on child psychology, varying age groups. Very often children perform in the role of advisors - experts for parents, because of knowing this area better than they are. But how is it obtained that children have such an impact on the parents? That's what I want to tell you today.

From childhood, a baby begins to comprehend the beauty of advertising - bright colorful pictures, motion, animation, and mostly tells you how to have fun, if you eat something or acquire a toy. Children grow up and often their "educator" is a TV - non-living being, constantly belching flow of information, often unnecessary, and, as a clever preacher into their network. Of course, as for parents it's more convenient, when they can do work without watching for kids every minute, so they let them sit and watch TV. But they do not believe that the magic world behind the screen may captivates their children, so they sometimes refuse to communicate with their peers, playing with toys or read books. The child, like a zombie, freeze in front of screen: a picture of a picture, advertising of advertising are flashed in his eyes.

Moms and dads know how pushy could be kid, if he really wants some kind of toy, which advertising directly encourages children solicit desired. And especially at risk: children from single parent families, from families where parents are missing from morning to night work, and of those where children birthed when moms and dads were over thirty. In the last one, children are spoiled by parents' attention, who force the senior to spend a lot of money. Listening to the advertising, the children make a choice instead of parents. In addition, children who watch TV alone are more susceptible to advertising than the representatives of the younger generation who do it with their parents. Children are accustom to advertising, like any other TV program, and begin to love her.

Children recognize advertising for bright images and familiar sounds of music. Also, a lot of commercials are interesting and often look like cartoons: a short history with a plot that shows the series, in a few episodes to get attention. A small child literally knows everything he sees and hears. Heroes of advertising become for him an etalon, which often quite doubtful. 90% of advertised products for children consist of four categories: toys, cereal, candy, snacks and fast food

restaurants advertising. Advertising persistently teaches children to consume harmful goods.

Children's soul, like a sponge, absorbing everything that is going around, and especially easy - what's happening on screen. It is necessary to enable it, and the advertising begins an attack on the mind of the child. Quick change of motion pictures, zooming, and the power of sound, still images and audio-visual special effects hurt the nervous system and cause increased excitability in young children. Advertising has a negative impact on personality development. Ideals of beauty, life goals, and a way of existence are imposed to children, which are very far from reality. However, they are forced to strive towards this, compare ourselves with the "ideal".

Childhood experiences - the most powerful. A small child by nature focused on the perception of stereotypes. But sometimes advertising gives a completely inappropriate patterns of behavior - its characters are selfish, sexually – aggressive. Children tend to be like everyone else, if one child do not have something that has other children (new phone, music player...), he will feel inferior and miserable. If adults can distinguish the real world and virtual world of advertising, children can't do it.

Output, from early childhood through advertising in the child laid some priorities, ideals and values. With maturation, children try to realize their preferences and desires into reality, no matter by what methods. It will be manipulation of the parents, or their accumulated waste of money. But one way or another they are trying to satisfy their needs, which embody in a product, imposed by advertising.