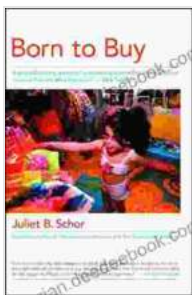


The Commercialized Child and the New Consumer Cult

In the age of digital advertising, children are increasingly targeted by marketers. Ads for toys, clothes, food, and electronics bombard them from every screen. This commercialization of childhood is having a profound impact on children's development and well-being.



Born to Buy: The Commercialized Child and the New Consumer Cult by Juliet B. Schor

★★★★☆ 4.2 out of 5

Language : English
File size : 3606 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 306 pages
Screen Reader : Supported



The History of Marketing to Children

Marketing to children is not a new phenomenon. In the early 1900s, companies began to realize the potential of the child market. They created products specifically designed for children and used advertising to appeal to their unique needs and desires.

In the 1950s, the development of television made it possible to reach children directly in their homes. This led to a surge in advertising aimed at

children. By the 1980s, children were a major target market for many companies.

Today, children are exposed to more advertising than ever before. They see ads on TV, the Internet, billboards, and even in schools. This constant bombardment of marketing messages can have a significant impact on their behavior, attitudes, and beliefs.

The Negative Impacts of Marketing on Children

There is a growing body of research that shows that marketing to children can have a number of negative impacts on their development and well-being. These impacts include:

- **Increased materialism.** Children who are exposed to a lot of advertising are more likely to believe that material possessions are important and that they need to have the latest toys, clothes, and gadgets.
- **Decreased self-esteem.** Advertising often creates unrealistic expectations for children. They may compare themselves to the perfect children they see in ads and feel like they don't measure up.
- **Unhealthy eating habits.** Children who are exposed to a lot of advertising for unhealthy foods are more likely to eat those foods and develop unhealthy eating habits.
- **Increased risk of obesity.** Children who are exposed to a lot of advertising for unhealthy foods are more likely to become obese.
- **Behavioral problems.** Children who are exposed to a lot of advertising are more likely to exhibit behavioral problems, such as

aggression, impulsivity, and attention problems.

In addition to these negative impacts on children's development and well-being, marketing to children can also contribute to the development of a consumer culture. This culture places a high value on material possessions and consumption. It can lead to a sense of entitlement and a belief that we are never enough if we don't have the latest and greatest things.

What Parents Can Do

Parents can play an important role in protecting their children from the negative impacts of marketing. They can:

- **Talk to their children about advertising.** Help them understand how advertising works and the techniques that marketers use to appeal to them.
- **Limit their children's exposure to advertising.** This means turning off the TV, avoiding websites with a lot of ads, and not buying products that are heavily advertised.
- **Encourage their children to be critical thinkers.** Help them develop the skills to evaluate advertising messages and make their own decisions about what they want and need.
- **Model healthy consumption habits.** Children are more likely to adopt healthy eating habits and other positive behaviors if they see their parents doing the same.

The commercialization of childhood is a serious problem that is having a negative impact on children's development and well-being. Parents can play an important role in protecting their children from the negative impacts

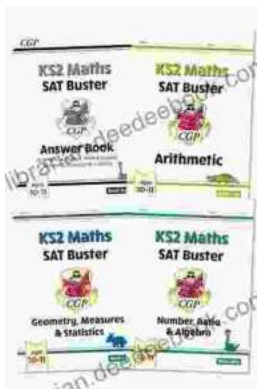
of marketing by talking to them about advertising, limiting their exposure to advertising, encouraging them to be critical thinkers, and modeling healthy consumption habits.



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