**Do you agree or disagree with the following statement?**

**Television advertising directed toward young children (aged two to five) should not be allowed.**

Throughout history, different companies have been trying to advertise their products to increase their total profit. One highly effective method is the television advertisement. And people of different ages, range from few years old children to highly experienced adults, are targets of these advertisements. One controversial question is whether television advertisements directed toward young children should be forbidden or not. It is my firm conviction that governments should not allow this kind of television advertisements. In what follows, I will elaborate on my point of view with the aid of some reasons and examples.

First and foremost, the judgment ability of young children is not entirely developed, so commercial these kinds of television advertisements aiming for young children are child abuse and should be considered as a psychological attack on children. Young children are not experienced enough and cannot find out the purposes of television advertisements. They cannot discriminate positive and negative points of a product in the same way that well-experienced adults can, so children may demonstrate unusual behaviors after watching these kinds of television advertisements, which can cause problems in severe cases. For example, back then, when I was in high school, there was a television advertisement in which a boy was flying by blowing a piece of bubble gum. In real life, a boy who tried to mimic the flying had experienced severe damage by jumping out from the window.

Another noteworthy reason to be mentioned is that commercial advertisements that are created to increase companies' total profit may have direct adverse effects on the young children's personality development process. A young child's personality is considered not to be wholly formed. It is very susceptible to harmful interferences from external sources, so television advertising can interfere with the personality development process, thereby causing irreversible damages to young children, which signs of them will be seen in the future. Long-termed researches in Iran show that children who were exposed to television advertisements of a toy called Dara in their childhood show a specific kind of emotional problem in elementary school, which is hard to cure. The results of the study also demonstrate that rarely do children who were not under exposure to this advertisement, show this problem, which indicates a direct effect between this television advertisement and the observed emotional problem.

In conclusion, based on the reasons mentioned above, I believe that governments should interpret television advertising directed toward young children as child abuse and should completely forbid it. I also suggest that companies prevent targeting young children in their advertising their products.

425 words

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