**Mohammad Dehghani- Essay 2**

Topic 46-2

Do you agree or disagree with the following statement?

**Television advertising directed towards young children (aged two to five) should not be allowed.
Use specific reasons and examples to support your answer.**

In the modern era, advertisement is an indispensable part of business. Beyond any shadow of doubt, advertisement plays a leading role in making a company known. All of the companies, even those which sell toys for kids, try to use advertising to convince people to buy their products or use their services. But the question which arises here is whether television advertisement considering kids between two and five years old should be banned or not. My unequivocal answer is ,"Yes." In what follows, I will elaborate on my point of view.

 First and foremost, children are acquiescent, and advertisements are primarily aimed at these susceptible kids. Television advertisements try to utilize various options to make their products appealing, like applying colorful digital video effects, beautiful decorations, nice kids wearing neat clothes. In addition, they use animated videos in which toys move automatically and behave like human as well as exciting accompaniment song. To exemplify, I remember the time I was about four years old, watching one of those advertisements showing a rifle toy killing enemy soldiers while making a sound like ,"FIRE FIRE." Far from the fact that it was slightly violent, it made me to pester my father to buy one for me. Eventually they bought me one, despite being happy, my heart broke, when I found out that it is a simple toy like the others.

 Another worthwhile reason to be mentioned is that parents might not be able to afford such toys on TV. Advertising in television is not as easy to let every company do one, only big companies which make quality and expensive toys can do that. Not only expensive companies advertise on television, but also they will advertise their most expensive products. Growing in a family where money was tight, I felt so many pressure as a kid. I always wanted to have those beautiful LEGO toys, to wear those construction hats and clothes like the guys in TV, and to imagine myself as an engineer building gigantic bridges by those tiny LEGO breaks. As a civil engineer working in a construction company, I never got excited like the dream I'd had during my childhood.

 In conclusion, television advertising might well have extreme effects on children, whereas they are not the ones who are going to pay for them. Therefore, they should not be allowed, or they should be broadcast just for parents at late night.

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