Nowadays, advertising is dramatically grown trough television, internet, radio, and so on. Some people believe that it has many harmful health problems for the young children aged two to five, while other has the opposite sides. As far as I am concerned, it is essential for the TV leaders to reduce the amount of televised advertising to an optimum state preventing unhealthy problems such as eating habit and problem caused for families. In the following paragraphs, my viewpoints will be elucidated.

In the modern era, children‘s tendency towards watching television programs has increased because of different purposes like entertainment or academic life. One of the most urgent problems to be mentioned is that television advertising can enhance eating disorder, first by encouraging young children to eat unhealthy food and products, and second it might make obesity among young children. As mentioned, not only eating unhealthy food can make some problems for the children, but also it can lead to obesity which may trigger other health problem such as diabetic problems. Despite the fact that television can help the families to entertain their children, these difficulties can make some concern. Accordingly, the television advertising should be limited to prevent harmful effects on young people.

The second reason which deserves some words here is that television advertising changes the attitude of children toward life, which making some problems for families especially for poor families. For instance, when children realize something through television advertising, they wanted to have it or to experience it which makes some problems for their families. It might make it difficult for families to clarify or illustrate their potential effects on their bodies or mind for their child, while the advertising, such as a simple cartoon, make them convinced that the idea of having or doing something is the best way that should be accomplished. On the contrary, some people believed that television advertising has a minor effect on children. They argue that children with age two to five are not enough matured to understand the whole ideas behind advertising, thus, preventing and neglecting the effects of advertising on young children. What we know is that this statement is really depends on the perceptive ability of child. As a result, smart children can realize things when they are not enough mature.

In conclusion, I think now it becomes unequivocal that television advertising has some worse effects on young children. Therefore, it is my firm conviction that television advertising should be limited or decreased to some extent that has not adverse effects on young children.

425 words

50 minutes.