**Elham Poonaki/ 46**

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

There is no doubt that nowadays, advertising alters to the main part of every businesses as well as major routines in the media. However, since merchandising approaches specific target groups based on the marketing plans, the controversial point is whether these advertisements can be harmful for young children aged two to five or not. Some people are inclined toward the opinion that the television advertising is not appropriate for being watched by the children whereas others hold exactly the opposite perspective. From my vantage point, I agree with the former group. In what follows, I will elaborate on my viewpoint through two reasons.

On the one hand, the freedom in watching all television advertisements can influence on the children’s politeness. Since the novel marketing works on changing the human needs and leading them to consume their specific products even in reciprocal to their previous opinion, they select the target groups which are attributed to their goods or services by focusing on their culture and gouts. Therefore, they attempt to influence on these cohorts with advertisements based on some slogans and idioms which they have commonly used or can be interesting for them to utilize routinely in order to separate the words vocally in the society as word-of mouth marketing. Regarding this issue that the companies most of the time just think about their own benefits instead of social affair, they might applying some phrases or words even not polite as much as acceptable for all cultures to effect on the special target groups such as teenagers or young individuals which cannot be suitable for children who are in their critical ages to learn politeness and social behavior.

On the other hands, the nature of the goods or services might not be appropriate for early ages and watching all advertisements can physiologically be harmful for a child as well as in term of their health. Since, the children in aged two to five deprived from recognition ability to discern between safe and unsafe products, observing these advertising can cause them to emphasize on something that are not appropriate for them to consume. For instance, fascinating advertisements about coca and carbonated drinks persuade babies to consume them which are definitely dangerous for their health such as their bones and can disturb their growth. Therefore, either letting them to drink or not giving permission to use both can be damaging for them.

To sum up, according to the reasons which are mentioned above, I definitely agree with a group who believes that it would be better to prevent children from observing every advertisement which are broadcasting on the television.