

Tricks of the Trade: How Advertisements Target Kids and Teens



In today's world, children and teenagers are constantly bombarded with advertisements. From TV commercials to social media ads, these advertisements aim to tempt young people into buying products, increasing profits for companies.

Attractive Commercials and Widespread Exposure

Modern ads often use animated films and colorful cereal boxes to attract kids. These commercials usually appear during popular shows and videos. Bright colors and engaging characters make the products seem irresistible. Social media also increases exposure, as platforms like Instagram and YouTube surround teens with targeted ads based on their interests, making it harder for them to resist.

Emotional Manipulation and Peer Pressure

Advertisers exploit the emotions of kids and teens by creating ads that evoke strong feelings. For instance, a commercial for a video game might show friends having fun, implying that buying the game will lead to similar happiness. Peer pressure is another powerful tool. When a product becomes popular among friends, the desire to fit in can drive sales. Ads often suggest that using certain products will make teens more attractive or popular, leading to unhealthy habits.

Unhealthy Temptations and Nutritional Standards

A major concern is how ads promote unhealthy food products. Many commercials tempt kids with sugary cereals and fast food that do not meet nutritional standards. These products often appear more appealing than healthier options, leading to overweight and other health issues among young people.

Providing Guidance and Solutions

While advertisements can be manipulative, there are ways to resist their influence. Parents and educators can provide guidance and advice to help kids and teens make healthier choices. Teaching young people about the tricks used in ads can empower them to recognize and resist these tactics. Discussing how advertisers use attractive visuals and peer pressure can make teens more aware and critical of what they see.

Conclusion

Advertisements target kids and teens to increase profits by using emotional manipulation, peer pressure, and widespread exposure. Understanding these tricks can help young people resist these influences and make better choices. With proper

guidance and awareness, teens can navigate the commercial world more wisely and avoid the negative impacts of targeted advertising.

After you read the article answer these questions

1. What is the main goal of advertisements targeting kids and teens?

Circle one answer

- a) To provide educational content
- b) To boost profits by selling products
- c) To encourage healthy eating habits
- d) To reduce screen time for kids and teens

2. Which of the following techniques do advertisers use to attract kids?

Circle one answer

- a) Using black and white images
- b) Using bright colors and characters
- c) Using monotone voices and sounds
- d) Using complex language and text

3.a Is the following sentence True or False?

Advertisements never use peer pressure to influence teens.

TRUE FALSE (Circle one answer)

3.b. support your answer to question 3a with information from the text.

4. Which of the following are ways to help kids and teens resist the influence of advertisements?

Write ✓ on the TWO correct answers.

- a)----- Encouraging more TV watching
- b)----- Teaching about ad tricks
- c)----- Discussing peer pressure in ads
- d)----- Allowing unlimited screen time
- e)----- Limiting exposure to ads
- f)----- Promoting critical thinking skills

5. How can understanding the tricks used in advertisements help young people make better choices?

Give two examples from the text.

1.....

2.....

