

**These days many advertisements are aimed at children. What effect do you think they have? Should advertising to children be more controlled and regulated?**

The modern world has been formed based on production and consumption cycles and the driving force of these cycles is advertisement; however, this engine may have some harmful effects on our life, especially for children. This essay has a look at advertising and its impacts on children.

Firstly, advertising has negative effects on the area of consumption. Commercials usually promote and encourage people toward ~~in~~ consumerism, especially the next generation. Companies' profit is in selling more and constantly, and they employ complex advertising methods to create a consumerist lifestyle which will be acceptable and normal in the youths' young's viewpoint and appropriate for their business plans.

Secondly, although some advertisements are not designed for children, generally we are not able to prevent children from seeing them and this group is easily mislead~~misled~~. For instance, when the young see a huge billboard showing/~~that~~ shows an alcoholic drink brand and shapes a pleasant image in their mind about drinking while harmful effects of alcohol are undeniable.

Lastly, unlike the above issue, while whereas some adverts are proper for young people, they have various costs to families. Children's logic usually is not developed enough to understand all business tricks/ploy and they may want everything that seems to be attractive, ; however, these are parents who have to pay money or feel embarrassed when they do not know or are not educated to deal with this situation.

In conclusion, it would seem that like some limitation on watching movies for kids, we need some similar restrictions for showing advertisements to children for keeping steering them away from some negative effects. Both parents and the government can impose these restrictions and give them this the chance to have an intact mind for their rest of life.