

Do You Agree or Disagree With The Following Statement?

Television Advertising Directed Toward Young Children (Aged Two To Five) Should Not Be Allowed.

Nowadays because of the close competition between numerous companies, the number of advertisements has dramatically ~~increases~~ increased in various fields. Tempting commercials not only entice children, but also adults possessing cognitive ability in order to compare and judge the products. Although I do not advocate filtering, I totally adopt a position in favor of banning advertising for children at this age. In what follows, I will outline my reasons.

First and foremost, as we all know, due to cognitive limitation in children aged two to five, they lack any ability to judge and discriminate the reality from fantasy. Unfortunately, the companies are abusing ~~of~~ children's immaturity and seducing them by exaggerated Adsads. As an example, a scene has been displayed ~~in-on~~ television, in which a child prefers to eat a candy whereby she earns extraordinary power. Once the child encounters ~~with~~ these commercials, she elects the detrimental junk foods instead of a healthy meal. I strongly believe that it is necessary to adopt a framework in advertising and the companies are required to comply accordingly (with regulations).

In addition to the previous reason, when children from a young age run into countless advertisements, that leads to consumerism. Facing ~~with~~ abundant and various products tempts s the children and causes s a pseudo needs. From a neurological perspective, the brain structures of children before age six are not mature enough to help them postpone their desires or prioritize their needs. Meanwhile, the most important brain's region responsible for inhibition, called the frontal lobe, develops gradually by the age eighteen. As a result, children expect their ~~wills~~ requirements/needs to behave ~~been~~ satisfied immediately.

In conclusion, the aforementioned reasons illustrates the disadvantages of television advertisements directed attoward children. Children are ill-equipped to segregate actuality from exaggerated Ads and the usage of children's immaturity in order to obtain more profits is completely unfair.