

Analytical Research Paper Sample: Impact of Advertising on Adolescents' Mentality

Abstract

This research is dedicated to the controversial topic of advertising to children. The researcher has analyzed two points of view with regard to the responsibility for the effects of advertisement on adolescent mentality. The research is focused both on measures that should be taken by parents within the family and by government at the state level in order to decrease the negative impacts of advertising. The researcher also offers efficient methods to solve the problem of negative effects of advertisement on children.

Introduction

Advertising is an indispensable part of the modern informational space. A great amount of advertising on TV and on the internet has a significant impact on adolescents' mentality, as children lack the experience and knowledge that would help them to differentiate real facts and marketing tools. Commercials influence adolescents' worldview in a negative way and enhance the attractiveness of a consumer lifestyle.

There are two main controversial points of view on the responsibility of advertising. The first statement claims parents to be responsible for protecting their children from the negative impact of advertising. The second statement considers this issue to be a problem that should be solved at the state level. This research is aimed at analyzing existing viewpoints with regard to influence of advertising on adolescents' mentality. The research will also offer a range of methods that will be helpful for channeling and restricting the negative effects of advertisements on children.

(...)

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