



Unveiling the Impact of Advertising: A Comprehensive Review across Generations

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Abstract

This review examines the multifaceted effects of advertising on adults, teens, and children. The impact of advertising is analyzed across different age groups, considering psychological, social, and health-related outcomes. For adults, advertising influences purchasing behavior, shapes perceptions of societal norms, and contributes to the construction of identity. Teenagers, as a prominent target audience, experience both positive and negative consequences, including increased consumerism, the formation of self-identity, and susceptibility to risky behaviors. The effects on children, while complex, encompass influences on dietary habits, body image, and materialistic values. The review underscores the importance of media literacy education as a protective measure and suggests that further research is needed to comprehend the evolving landscape of advertising and its implications on diverse demographic groups.

Introduction

Media, an encompassing term, refers to a collective of communicatory mediums employed for the storage or transmission of information or data, with the primary purpose of informing or influencing diverse audiences (McQuail, 2010). Over the past five decades, the exponential growth of media and its societal impact has been notably propelled by technological advancements, evolving from the telegraph and post offices to radio, newspapers, magazines, television, and now the internet, encompassing new media modalities such as laptops and cell phones (Freedman, 2008).

The multifaceted influences of mass media encompass both positive and negative dimensions. Its fundamental functions, as identified by scholars, include the provision of news/information, entertainment, and education (McQuail, 2010). The contemporary epoch is often characterized as the information age due to the paramount role of media in disseminating news and information to the masses (Webster, 2002). This dissemination serves various purposes, ranging from socialization to decision-making and opinion formulation. Simultaneously, the entertainment function of mass media has become integral, offering a means for individuals to find solace and

amusement amidst the complexities of modern life. Additionally, mass media plays a pivotal role in educating the populace about their rights, moral values, and societal, as well as religious obligations (McQuail, 2010).

In the contemporary era of globalization, the majority of individuals in society heavily rely on information and communication for connectivity and the execution of daily activities such as work, entertainment, healthcare, education, socialization, and travel. A typical urban dweller typically initiates their day by perusing TV news or newspapers, engaging in work-related activities, making phone calls, and forming decisions informed by information obtained from coworkers, television news, friends, family, and financial reports (Castells, 2009). It is imperative to recognize that decisions, beliefs, and values are predominantly shaped by factual knowledge, assumptions, and personal experiences. In the realm of daily life and household affairs, people turn to mass media as a primary source for current news and pertinent information.

The media assumes a role of authority, wielding influence in the realms of news dissemination, entertainment, and education, and is entrusted by the public for these purposes. However, the pervasive influence of mass media on children, teenagers, and society as a whole necessitates a comprehensive understanding of its mechanisms. Mass media generates substantial revenue through advertising, permeating every moment of individuals' lives. Consumer choices are often swayed by media-promoted products and services showcased on TV, newspapers, or magazines. This phenomenon is particularly pronounced in teenagers, who are inclined to adopt consumption patterns endorsed by their favorite celebrities and societal fashion norms dictated by the media (Buckingham, 2007).

The impact of media extends to both positive and negative dimensions, particularly affecting the youth demographic. Positively, media attention on educational quiz shows can cultivate active participation and interest among teenagers, fostering intellectual engagement and promoting literary activities. Conversely, negative influences emerge in the realm of violence portrayed by media figures, such as celebrity movie stars utilizing guns and ammunition. Continuous exposure to such content may encourage teens to replicate such behaviors in real life, posing a risk to their psychological well-being, values, and the delineation between reality and fiction (Anderson et al., 2017).

Moreover, the media exerts a substantial impact on shaping public opinion within society, employing various strategies to achieve specific objectives. Instances include the Pakistani media's influence on public opinion against the Taliban in Swat through the repeated telecast of a video clip depicting the whipping of a woman by Taliban members. This visual narrative swiftly altered public sentiment in favor of government intervention, demonstrating the media's capacity to mold public perceptions effectively (Iyengar & Simon, 1993). Additionally, media exposure, particularly in political campaigns, plays a pivotal role in influencing public opinion through polls, trends, and increased visibility, where candidates with greater financial resources for media exposure wield more influence and stand to garner increased voter support (Prior, 2007).

What is Advertising?

Advertising, a pervasive mass marketing technique, employs diverse strategies to persuade consumers of the essentiality of the advertised product by accentuating its benefits rather than the product itself. This strategic

focus on consumer benefits serves to familiarize the public with products, enabling them to make informed decisions, consequently fostering increased consumption and escalating demand (Kotler & Armstrong, 2016).

Every instance a television is switched on, an array of products is actively presented to viewers through the persuasive efforts of advertising. This phenomenon entails the commodification of the viewer's cognitive space, as their mental engagement is solicited by advertisers. Advertising, constituting the promotion of products or services, provides companies with a conduit to showcase their offerings, thereby amplifying sales. In the contemporary competitive milieu, the growth of any firm or company is contingent upon effective advertising (Belch & Belch, 2021).

Notwithstanding its multifaceted positive impacts on society, advertising is not devoid of negative repercussions. Critics argue that advertising can exert a detrimental influence on societal values by manipulating public emotions and fostering a consumerist ethos. For instance, contemporary advertising, particularly in the realm of film promotion, often prioritizes the portrayal of sexuality over the thematic essence of the movie, potentially diverting societal attention. The glorification of materialism in advertisements may contribute to adverse consequences, with individuals becoming increasingly indifferent to social and global issues as they prioritize the pursuit of artificially generated needs (Kilbourne, 1999).

Furthermore, products heavily advertised tend to be more expensive due to the substantial costs incurred in promotional endeavors. While advertising propels consumption, it simultaneously contributes to environmental degradation as heightened demand necessitates increased production and, consequently, greater utilization of raw materials (Baran & Davis, 2019).

The advertising industry has witnessed exponential growth, evolving into a formidable \$180 billion-a-year sector from its earlier \$20 billion annual valuation. The average individual is inundated with over 3,000 advertisements daily, spending approximately three years of their life watching television commercials alone (Wells et al., 2011). The omnipresence of ads on various platforms such as radio, television, newspapers, magazines, billboards, and bumper stickers underscores the pervasive nature of advertising. Despite this saturation, individuals often perceive themselves as personally immune to the influence of advertising.

While advertising captures consumer attention and prompts impulsive purchases, retaining customers demands a more nuanced marketing approach. Effective research into consumer behaviors, preferences, and dislikes is crucial for devising impactful ads. Popular methodologies include focus groups, surveys, telephone surveys, written questionnaires, and sample distributions, all aimed at gauging consumer reactions and preferences (Schiffman et al., 2019).

A prominent advertising strategy involves inducing consumer insecurities and fears that can ostensibly be assuaged through purchasing. Advertisements frequently depict the latest fashions and novelties, featuring idealized individuals to evoke consumer aspirations. This aspirational component of advertising capitalizes on consumers' desire for social acceptance, leveraging fears of non-conformity to drive purchasing behavior (Fowles, 1996).

As posited by Douglas Kellner, a professor of philosophy, the critique of advertising traces back to the 1920s, contending that advertisements, influenced by the advent of assembly lines and the rise of corporate entities, began persuading individuals that the acquisition of material goods was not merely a choice but a societal imperative. Advocates of this perspective asserted that consumers were being convinced that purchasing machine-produced items superseded the traditional practice of acquiring handcrafted alternatives, heralding a shift in accepted behavior purportedly conducive to an enhanced lifestyle (Alexander & Hanson, 1993).

Critics of the advertising industry contend that advertisements establish connections between products and desirable emotions, such as happiness and popularity. For instance, beer commercials often portray a laboring individual finding solace in an ice-cold beverage after a strenuous day's work, implicitly associating the product with relaxation. Furthermore, advertisers are accused of implying that their products possess the ability to confer talent, as exemplified in sports-related ads. Nike, for instance, has faced criticism for insinuating that their athletic shoes bestow enhanced athletic prowess, with advertisements featuring iconic figures like Michael Jordan dunking a basketball while wearing the promoted footwear, creating aspirations among consumers to emulate such prowess (Wolf, 1998).

In response, advertising agencies assert that their role is merely to provide consumers with updated information. They argue that the dynamism observed in their advertisements reflects an understanding of consumer desires for change and an endeavor to meet the evolving needs of the general public. Consequently, persuasive strategies employed by advertisers are positioned as techniques designed to stimulate consumer purchasing behavior.

Advertising, considered the bedrock of mass media, serves as the primary mechanism for selling products. However, its impact extends beyond the transactional realm of commerce; it permeates societal values by selling a broader spectrum encompassing values, images, and concepts. These include notions of love, romance, affection, and, perhaps most significantly, conceptions of normalcy (McChesney, 1999).

Effects of Advertising on Adults

Advertising today continues to convey a pervasive and often problematic message about women, placing a disproportionate emphasis on their physical appearance. Jean Kilbourne, a scholar and lecturer, has extensively explored this issue in her documentary series, particularly "Killing Us Softly." The documentary critically examines how advertisements contribute to the negative portrayal of women in American society.

The current advertising landscape bombards individuals with an average of 3,000 advertisements per day, according to Kilbourne's research. Despite such saturation, people often perceive themselves as personally exempt from the influence of advertising. The Foundation of Mass Media asserts that advertisements not only sell products but also propagate images and concepts of normalcy, influencing societal perceptions of who individuals should aspire to be.

Jean Kilbourne initiated her investigation into the impact of advertisements on women in 1978 with her groundbreaking documentary, "Killing Us Softly." Subsequently, she followed up with "Still Killing Us Softly"

in 1987. Kilbourne's research involved collecting advertisements that she deemed objectified women, leading her to conclude that women often assume powerful yet unfulfilling roles in advertisements. Despite two decades passing since her initial documentary, Kilbourne observes that the fundamental message has remained largely unchanged.

Advertisers persistently surround women with images of an idealized female beauty standard. The implication is that women should prioritize their physical appearance, learning from an early age that significant amounts of time, energy, and money should be invested in achieving this ideal. The perpetuation of this standard generates feelings of shame and guilt when individuals inevitably fall short. The idealized image promoted by advertising often adheres to unrealistic standards, portraying women's bodies as flawless, devoid of lines, wrinkles, scars, blemishes, or pores.

The objectification of women's bodies in advertising perpetuates a troubling trend where they are transformed into commodities, reduced to mere objects like a bottle of Michelob or integrated into video games. This objectification, pervasive across various forms of advertising, goes beyond impacting female self-esteem; it contributes to the creation of a climate fostering violence against women. While an advertisement itself may not directly cause violence, the dehumanization inherent in turning a person into an object often serves as the initial step toward justifying violence against that individual. This process parallels what is observed in instances of racism, homophobia, and terrorism, where dehumanization precedes and facilitates violence.

The recurrent dismemberment of women's bodies in advertising, featuring only specific body parts to sell products, represents an extreme form of dehumanization. Such practices not only objectify women but also reduce them to singular body parts, further intensifying the dehumanizing impact.

Decades of advertising have promoted an image of women as submissive and encouraged provocative dressing. These commercials not only aim to attract the attention of the opposite or same sex but also contribute to negative effects on women's self-perception. The pervasive portrayal of submissive behavior and provocative attire in advertisements leads to feelings of inadequacy and negative self-image among girls, teenagers, and women in general. The issue becomes even more disconcerting when toy manufacturers market dolls with overtly sexualized attire to preadolescent girls, reinforcing harmful stereotypes from an early age.

Research indicates that both women and men experience heightened anxiety to conform to the images of the ultra-thin, perfect woman and the hyper-masculine, buff man portrayed in media (Rouner, 2003). The prevalence of such images in contemporary advertising exacerbates anxiety and contributes to negative self-images. The pressure to conform to these perceived ideals can be particularly damaging, as individuals strive to achieve an unrealistic standard of beauty perpetuated by the media. This heightened focus on body image and the pursuit of an unnaturally thin appearance are linked to societal expectations propagated by the media.

Adolescent children, influenced by societal expectations, often express a desire to be thinner and fit. Tkarrde (2003) notes that both men and women are grappling with a contemporary "quandary" regarding their masculine and feminine identities. This dilemma is exacerbated by the increasing objectification of the male and female body, perpetuated by media messages that emphasize idealized body physiques. The portrayal of these ideals is

omnipresent in cartoons, action figures, Barbie dolls, and the general media, placing undue importance on physical appearance as a criterion for determining masculine and feminine worth (Tkarrde, 2003).

The long-term effects of succumbing to unrealistic media images are evident in individuals experiencing issues such as depression, self-imposed isolation, low self-esteem, feelings of inadequacy and alienation, eating disorders, and substance abuse (Tkarrde, 2003). According to the National Eating Disorders Association (NEDA), the societal pressure to conform to these unrealistic standards is reflected in the substantial \$40 billion spent annually on dieting and diet-related products. NEDA reports that four out of ten individuals have either suffered from or known someone affected by an eating disorder, emphasizing the pervasive impact of body image expectations.

Advertisers play a pivotal role in perpetuating these damaging ideals, particularly for women. The prevailing narrative suggests that women are acceptable only if they embody youth, thinness, whiteness, and meticulously groomed beauty. Deviation from this narrow ideal often elicits contempt and hostility, with overweight women facing societal scrutiny. The pervasive societal pressure to conform to these ideals is exemplified in the disturbingly common occurrence of eating disorders, affecting at least one in five young women in America, predominantly with conditions like anorexia and bulimia.

Advertising, as a potent force, reinforces rigid gender roles and imposes crippling definitions of femininity and masculinity. To bring about meaningful change, there is a need to address not only the content of advertisements but also the deep-seated attitudes ingrained in society. These attitudes affect individuals on a profound level, whether consciously acknowledged or not. The stakes are high for all individuals—men, women, boys, and girls—as the ability to lead authentic and freely chosen lives is compromised by societal expectations shaped by media representations.

Effects of Advertising on Children

Children in contemporary society encounter a relentless onslaught of advertisements across various media platforms, including television, print media, and the internet. This pervasive exposure renders them highly susceptible and easily influenced by advertising messages. The influence of advertising on children extends to multiple channels, encompassing the internet, schools, magazines, television, and outdoor spaces. Given the ubiquity of advertising, it is implausible to assume that children remain untouched by its impact. Advertisers deliberately target children due to their malleability, investing substantial financial resources in this pursuit. In 1980, advertisers expended over 100 billion dollars, a figure that more than doubled to \$230 billion by 2001 (Laws, 2003).

Children, on average, are subjected to an estimated 20,000 commercials annually, translating to a staggering 55 commercials per day (Laws, 2003). The influence of these advertisements is not limited to shaping children's preferences but extends to impacting their parents' purchasing decisions as well. Children actively exert influence over their parents, prompting them to acquire products they have seen or heard about through advertising.

The vulnerability of children in the face of advertising is underscored by their innocence and lack of maturity. From the perspective of children, advertising is not perceived as a business strategy with the primary goal of selling products; rather, they interpret it at face value and unquestioningly believe the messages conveyed in advertisements. Advertisers adeptly tailor their messages to captivate the attention of children, who may not grasp the underlying marketing strategies at play. This vulnerability positions children as a highly susceptible target audience, easily swayed by the allure of products showcased in advertisements.

In the United States, children and adolescents are exposed to an average of 4,000 ads per year on television alone. Despite regulatory measures such as the Children's Television Act, which imposes limits on advertising during children's programming, the influence persists. This act restricts advertising to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. However, the bulk of children's viewing occurs during prime time, characterized by nearly 16 minutes of advertising per hour, surpassing the regulatory limits (Kunkel, 2001).

Movies aimed at children frequently showcase brand-name products and fast-food restaurants. In the late 1990s, 8 alcohol companies strategically placed products in 233 motion pictures and in at least one episode of 181 TV series. The proliferation of media targeting children includes over 160 magazines, exposing young people to 45% more beer ads and 27% more hard liquor ads in teen magazines compared to adults in their magazines. In recent times, an increasing number of websites employ sophisticated promotional techniques to entice children and teenagers into making direct purchases, contributing to a broader trend of marketing to younger demographics.

Advertising to children is an integral aspect of a free-market society, functioning as a vital component of a complex economic engine that operates continuously to enhance the overall lifestyle. This form of advertising generates employment opportunities, infuses money into the economy, and imparts the significance of freedom of choice to children from an early age. Additionally, it plays a role in developing a child's understanding of the value of money and fosters the belief that individuals can attain their goals through determination and financial investment.

Despite its positive aspects, advertising can have detrimental effects on young minds when parents are not vigilant and fail to educate their children about the importance of money. Children may misinterpret the messages conveyed through advertisements, developing misguided beliefs about various issues. The influence of advertising on children's minds often creates a desire to own the products being promoted. Glossy images in magazines, billboards, or flashy television advertisements stimulate impulsive buying tendencies. Parents, unable to cope with rising demands or tantrums, may succumb to their children's wishes. This can lead children to become accustomed to a specific lifestyle depicted in the media, fostering a reliance on materialistic joys and potentially distorting their understanding of a fulfilling life.

Numerous educational posters in schools inadvertently serve as platforms for advertising candy to children, despite the adverse effects on their dental health and weight. Research indicates a significant impact of junk food advertisements on children, fostering an increased demand for unhealthy snacks. Children often perceive

young adults in good shape indulging in junk foods in these advertisements and may mistakenly associate such foods with health benefits. Unaware of the nutritional deficiencies in junk food, children may aspire to emulate the thin and fit models featured in these advertisements.

Conducted research reveals a substantial correlation between exposure to junk food advertisements and heightened consumption of such foods among children. The influence of these ads is so profound that children nearly double their intake of unhealthy snacks and foods after exposure.

A specific study exposing children to candy commercials demonstrated a pronounced impact, with those exposed displaying a strong preference for candy over fruits as snacks. This preference shifted positively when exposure to candy commercials was reduced, encouraging children to choose healthier options like fruits over candy. In addition to food advertisements, young children are also exposed to cigarette advertisements, contributing to the promotion of smoking among the youth. Such exposure may lead children to experiment with smoking at increasingly younger ages, despite the severe health consequences associated with smoking.

The developmental stage of a child plays a pivotal role in the effectiveness of commercials. Young children often lack the cognitive capacity to discern the concept of a sales pitch, leading them to believe the information presented and possibly feeling deprived without advertised products. Preschoolers, in particular, struggle to differentiate between programming designed for entertainment and commercials intended for sales, with studies consistently demonstrating that children under the age of eight are developmentally unable to distinguish between advertising and regular programming.

The average child is exposed to over 20,000 commercials annually, with more than 60% of these advertisements promoting sugared cereals, candy, fatty foods, and toys. Advertisements based on toy products, especially those linked to cartoon programs, exert a significant allure. Notably, advertisements aimed at adolescents carry profound influence, particularly in the context of promoting behaviors such as cigarette use.

Debates persist regarding the resilience of children to the influence of television, but most studies indicate that increased television viewing time correlates with heightened susceptibility to its impact. Earlier research suggested that boys might be more susceptible than girls to the influence of television violence.

Television holds a significant sway over children, with many as young as three years old recognizing brand-named products and clothing. Exposure to television content leads these children to develop a strong desire for the products and lifestyles depicted. Consequently, they may incessantly request these items, creating challenges for parents who may struggle to meet their financial demands. Children who watch more television tend to express a heightened desire for toys and foods featured in advertisements.

Recent statistics underscore a concerning trend of rising childhood obesity, particularly among children under the age of five, attributed in part to excessive consumption of fast foods and junk foods. The prevalence of childhood diabetes is also on the ascent, reinforcing the health implications of exposure to certain advertised products.

The phenomenon known as the "Nag Factor" emerges from these advertisements, as children pester their parents for specific products featured in commercials. This may manifest in insistence on particular branded items, from clothing to toys. Some children, unable to control their desires, resort to crying, pinching, and other tactics until their parents acquiesce to purchasing the advertised products. Such dynamics create a distorted impression in the minds of children, assigning undue importance to materialistic pleasures and fostering a culture of excessive demands.

Effects of Advertising on Teens

Teenagers have emerged as significant consumers in today's society, prompting advertisers to strategically target this demographic. According to the Simmons Market Research Bureau of New York City, teens accounted for 25% of all movie tickets and 27% of all videos, amounting to a substantial \$6.6 billion in spending. In 1998 alone, teenagers spent \$1.5 billion on jeans, nearly double the amount from 1990, and \$3 billion on sneakers, a fourfold increase compared to 1997 (Tulley, 1994). The growing population of teenagers in America, surpassing that of the previous Generation X, further fuels the focus of advertisers on this demographic, and this trend is expected to continue in the coming decade.

The significance of winning teenagers as customers lies in the potential for long-term customer loyalty, translating into substantial profits for advertisers. Most teenagers have part-time jobs or some form of income, and with the prospect of a potential rise in the minimum wage, teenagers wield considerable purchasing power. According to Teenage Research Unlimited, teenagers spent a staggering \$140 billion in 1998, marking a 14% increase from 1997 (Berkowitz & Evangelista, 1999). The financial freedom of teenagers, unburdened by the responsibilities of adulthood, allows them to spend more freely and exert a greater influence on household spending decisions, such as brand choices during grocery shopping.

Teenagers are unique targets for advertisers due to their distinct characteristics. Advertisers perceive them as a dynamic and ever-changing generation with an optimistic outlook. Teenagers seek to express their individuality through clothing and possessions while simultaneously fitting in with their peers. Their optimism stems from favorable job placement rates after college, a robust national economy, and low unemployment rates. The belief that they can strive for any career and achieve success further motivates their purchasing behavior. Seeking self-affirmation, teenagers often acquire new items to boost their self-esteem, making them continuously inclined to purchase in line with changing trends.

Advertisers tailor their strategies to align with the evolving nature of teenagers. Employing various tactics, they craft specific ads designed to appeal to the changing preferences of this demographic. While each marketer may employ unique techniques, the common thread involves the creation of original, flashy, and humorous ads to captivate the teenage audience.

Advertisers strategically craft their messages to resonate with college-age students, employing various mediums such as posters and television commercials. Posters often feature images of college students enjoying a vibrant and happy lifestyle, creating an appealing image for the target audience. Television commercials incorporate engaging music with upbeat rhythms and unusual visuals, designed to capture the attention of teens. For

instance, the success of Gap's swing dancing commercials demonstrates how relatable content influences teens' choices, positioning Gap as the top casual clothing store among this demographic. Celebrities are frequently used to endorse products, leveraging the admiration and influence they hold over teenagers. Advertisers aim to create brands and ads that endure beyond the tumultuous teenage years, establishing a lasting connection with these consumers as they transition into adulthood.

In light of the evolving nature of today's teens, advertisers intensify their efforts to engage this demographic. A contentious issue in advertising involves the rise in teenage smoking. Statistics from TIPS indicate that thousands of young people try cigarettes daily, with millions of smoking adolescents in the United States. The number of daily smokers aged twelve to seventeen increased by 73% from 1988 to 1996. While some critics blame tobacco advertisements for this surge, many teens attribute their decision to smoke to peer influence and the image projected by smoking friends. Teen attitudes toward cigarettes and their immediate social environment play crucial roles in the decision to smoke, often overshadowing the impact of advertising.

Movies and television programs also play a role in shaping teenage behavior, depicting characters engaged in drug and alcohol use, as well as risky and violent behaviors. During a developmental stage where teens seek independence, the glorification of such behaviors in the media poses challenges for responsible decision-making. However, media alone cannot be solely responsible for teens' choices, and parents play a vital role in teaching critical thinking skills. Encouraging teens to distinguish between fantasy and reality, analyze the agendas behind advertisements, and understand the target audience empowers them to make informed decisions.

Conclusion

The advent of modern technologies has brought forth high-tech electronic devices, heavily promoted by advertisers, which have become indispensable tools with widespread popularity among the younger generation. Teenagers are keen on keeping up with these trends due to the numerous advantages these electronic products offer in people's lives. Portable computers, iPads, and smartphones, for instance, provide efficient access to information, assist in educational purposes, and significantly enhance everyday communication through social networking, enabling friends to stay connected regardless of distance.

However, it is crucial not to overlook the negative effects associated with the excessive use and addiction to electronic gadgets, particularly among students. This trend can be a significant distraction from their primary task of learning, as students may spend less time focusing on assignments while immersed in their electronic devices. Additionally, a sedentary lifestyle, encouraged by prolonged use of these gadgets, can contribute to various health issues, including obesity and eye problems. Moreover, constantly chasing after modern products may impose financial pressure on parents, as teenagers, not yet mature enough to make wise judgments, are often induced into impulse shopping by attractive advertisements, resulting in wasteful spending.

In conclusion, advertising of products undeniably influences youth both negatively and positively. Parents and schools need to provide guidance and supervision to the younger generation, fostering wise consumer habits. An uncontroversial and easily implementable solution is educating children and teenagers about the effects of

advertising through media literacy. Media literacy, encompassing competencies such as accessing, analyzing, evaluating, and communicating information in various forms, empowers individuals to be critical thinkers and creative producers of media messages. This approach enables young people to become critical viewers of media, including advertising, and can be a protective measure against the harmful effects of various forms of media, including advertisements for cigarettes, alcohol, and food.

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