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Nowadays, advertisements have become an integral part of our lives. It is very difficult to distinguish between the truth and lies in them. I therefore firmly believe that commercials have a negative impact on child’s psyche.

Above all, children are gullible and do not know that what they see on television will not be the same in reality. After buying a toy, they will be disappointed. Secondly, newer and more attractive toys are constantly being advertised. This makes children’s parents buy much more than they really need. This phenomenon is very dangerous because not only will children not learn to respect money, but they will also very quickly become bored with new things.

On the other hand, there are social advertisements that encourage appropriate behaviour. Children like to imitate the behaviour of others, so when they see on the screen a child sorting waste or saving water, they will start to do it themselves.

I believe that parents should make effort to limit their children's viewing of advertisements. If a child watches television, it is a good idea to change the channel during the commercials. However, parents must first of all talk to their children. They must explain that the aim of any advertisement is to make as much profit as possible.

In conclusion, although advertisements sometimes help to encourage children to behave in a positive way, commercial advertisements are far more prevalent and are very damaging to the psyche of young person. All parents should try to ensure that their children make decisions based on their own convictions and buy what they want, not what the advertisers force them to buy.