

Film Response 5

The film I chose to watch was Consuming Kids by directors, Adriana Barbaro and Jeremy Earp. This film covers the effects of advertisements' influence in children's lives, as well as the history as to how America has gotten to that point. This film informs the audience in the form of a documentary. They use well researched professors and primary sources to truly inform the audience of what was actually happening in America and the advertisement business. With this film, the audience is able to learn the how, why, and when children are being influenced through very aggressive advertisements.

When watching this film, I was able to learn both sides of the argument of the benefits and detriments of such aggressive advertising to children. The film definitely focused more on the detriments but, however, gave some information on the benefits.

The benefits, I was able to take from the film, was simply that the advertisement companies were able to make more money and showed a great opportunity for some businesses. However, many can also see this as a detriment to the wealth gap, while being a benefit to the companies.

The detriments that came with the advertisements were the changing of the children's minds. Points that came up in the film was that children "cannot be bring enough information to bear not to be deceived and to have an unfair trade practice."(-57:45:00 Consuming Kids). What this means is that children are being deceived by the information given to them, and the advertisement companies are taking advantage of the fact, which shouldn't be allowed. Another point that was brought up in this film was the fact that with these advertisements, they were teaching children how to get their parents to buy the company's products. They showed that they were being taught how to throw effective tantrums to get their parents to buy certain

products. In addition to this, they were being taught that one product was better than the other product only because of branding.

I think that this film was kind of bias, for the reason that, I wasn't able to learn the advertisement's view on their influence to children in a positive sense. However, maybe there is not way for advertisements to have a positive influence on children.

My view on advertisements is very much changed. I truly never noticed as a child how much advertisement; I was open to. When I notice this in my today life, I am able to see the huge influence that these advertisements truly have. For example, I was able to notice at the supermarket, that a cup of chicken noodle with a mickey mouse face on it cost more than the exact same thing with a different label. This also very much ties into my own buying tendencies. An example of this is sometimes I buy certain things over other things because the branding looks better.

One connection I was able to make is the fact that advertisements also tie into gender roles in society. Advertisements that show boys playing with video games and building blocks entice a gender role that men need to be the ones in action, and build things. Whereas, they also show girls playing with baby dolls, and fake kitchens. This entices a gender role that women need to raise children, and take care of the kitchen. Films like Mulan (2020) however, go against this gender role and yet advertisements for this film would be a benefit to younger children as it will empower younger girls. Films like Mother of George show these gender roles really being executed, and these advertisements are only adding to it in actual society today.