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Proposal

In order to target my audience, I create a commercial to inform them that letting their children under 13 to watch PG-13 horror movies by themselves will negatively affect their children’s life and future. In my third essay, I talk about some psychology factors which cause people to watch horror films, and there is one factor which is worth discussing. I find that the viewer who watch horror films has a very clear instinct to separate the fictional horror and the real life violent; they actually place a psychological distance between themselves and the vicious presentation on the screen. Therefore, they won’t be negatively affected by the horror movies. However, on the other hand, if people who watch horror movies cannot understand that the violent events on screen are unreal thus unable to build a psychological distance from the films, they may bring the repulsion to their real life and cause mental diseases. There are many studies showing that a younger age at viewing and higher degree of perceived realism were associated with more negative effects of viewing. It is the reason why horror films have strict film rating - most of them is PG-13 and above. Children under 13 have no capacity to distinguish what is unreal and they are good at imitating, so they are easily affected by horror films.

Therefore, I create a story in my commercial to inform parents of the risks if they do not guide their children while they are watching horror films or even let them watch by themselves. The story tells audience a grow-up story of a 6-year-old boy which starts from one night after he watches an evil clown PG-13 film. The evil clown gives him a bad impact that he suffers from clown’s scary figure and angst, resentment, hatred, distrust, and constant negativity derived from this figure. At the beginning, he could not go to sleep at night, because he thinks the clown is watching him. When he goes to school, he feels like the clown is following him. Moreover, it affects his study and his relationship with friends. He feels like that the clown is stopping him having classes and making friend with others. Therefore, he becomes isolated and has no interests on studying. The worse thing is he gets used to the company of evil clown and considers him as an instructor. When he is 8 years old, he steals a game player from his classmate because the clown tells him to do it. It becomes a bad habit of him and when he is 15, he likes to steal goods from the store under the clown’s guidance. At last, he becomes a hooligan and he robs wallet from the people. One night when he is trying to rob a man’s wallet, he is beat down by the man; the clown appears, he gives him a knife and asks him to kill the man. Therefore, the boy stabs the knife into the man’s body and kills him. The end of this story is the boy become the evil clown by showing his prisoner photo, he dresses in the same cloths as the clown’s and exposes a ferocious evil smile.

The story clearly demonstrates the damage which a PG-13 film brings to the boy. It is the clown figure which fears him at first, but as he grows up, he has a difficult time coping with his fearless and his parents do not help him with it. The clown figure becomes a shadow in his mind and produces some mental issues. He has a lower self-worth, negative feelings, perform poorly in school, and later become involved in unhealthy lifestyle decisions. He turns to be a thief and a hooligan. Parents desperately want their children to be good, healthy and have a bright future, so they will be alarmed if they watch this story. Then parents will think about why the boy’s life is ruined and how to avoid the same thing happened on their own children. Thus, parents will be more awareness of their children’s mental health when they are growing up and making sure to be a good guidance when they are watching horror movies together.

Moreover, watching this commercial may not be a pleasant experience, because it has violent scene and horrific image. However, it grabs audience attention and provokes their deep thought after watching it.