

## **KIDS & ADVERTISING 2**

1. “No parent can deny that toys and television are attractive, some would say obsessive, mainstays of contemporary child-rearing. Yet, watching children play absorbed in their packaged fantasy life, many have begun to wonder whether ritualized imaginative production isn’t limiting children’s creativity while isolating the child from parents and children of the other sex. Yet, these are the direct consequences of letting the increasingly sophisticated marketing orientation dominate the most important modalities of children’s socialization – children’s imaginations.” (Stephen Kline)
2. “High consumer involvement is a significant cause of depression, anxiety, low self-esteem and psychosomatic complaints. Psychologically healthy children will be made worse off if they become more enmeshed in the culture of getting and spending. Children with emotional problems will be helped if they disengage from the worlds that corporations are constructing for them. The effects operate in both directions and symmetric. That is less involvement in consumer culture leads to healthier kids, and more involvement leads kids’ psychological well-being to deteriorate” (Juliet Schor)
3. “Higher levels of consumer involvement result in worse relationships with parents... That’s the first causal link. The second is that as children’s relations with their parents deteriorate, there is an additional negative effect on well-being. Relating poorly to parents leads to more depression, anxiety, lower self-esteem, and more psychosomatic complaints.” (Juliet Schor)
4. “American children are deeply enmeshed in the culture of getting and spending, and they are getting more so. We find that the more enmeshed they are, the more they suffer for it. The more they buy inot commercial and materialistic messages, the worse they feel about themselves, the more depressed they are, and the more they are beset by anxiety, headaches, stomachaches, and boredom. The bottom line on the culture they’re being raised in is that it’s a lot more pernicious than most adults have been willing to admit.” (Juliet Schor)