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TOPIC:

THE EFFECTS OF EXPLICIT CONTENTS IN THE
ADVERTISEMENT TOWARDS
CHILDREN'S BEHAVIOR AND CREATIVITY

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1.0 ABSTRACT

As it is being state by Economic States, advertising uses every possible media to get its message through. It does this via television, printed media such as newspapers, magazines, journals, radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. As the last result, the advertisement will be create followed the client needs.

Other than that, the media also one of the medium of how the advertising works to market some product and to convey their works towards people minds nowadays. Advertising is hardly a recent human endeavour; archaeologists have uncovered signs advertising property for rent dating back to ancient Rome and Pompeii. Town criers were another early form of advertising. As an industry, advertising did not take off until the arrival of the various mass media: printing, radio, and television. Nevertheless, concerns over advertising targeting children preceded both radio and television. The British Parliament passed legislation in 1874 intended to protect children from the efforts of merchants to induce them to buy products and assume debt.

Commercial appeals to children, however, did not become commonplace until the advent and widespread adoption of television and grew exponentially with the advent of cable television, which allowed programmers to develop entire channels of child-oriented programming and advertising. Opportunities to advertise to children further expanded with the explosive growth of the internet, and thousands of child-oriented web sites with advertising content have appeared in the past few years. Keywords; **Effects**: A change which is a result or consequence of an action or other cause (Oxford Dictionary); **Explicit contents**: Offensive or graphic, a description that is sometimes included in parental-advisory warnings (Oxford Dictionary); **Advertisement**: A notice or announcement in a public medium to promote a product, service or events (Oxford Dictionary)