

NEGATIVE IMPACTS OF SOME TELEVISION ADVERTISEMENTS ON VIETNAMESE KIDS TODAY

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The popularity of television broadcast has significantly increased the number of TV advertisements in recent time. It has both positive and negative impacts on viewers, especially those in the age range from 0 to 3. By analyzing the psychology of babies in this age range, the article has listed out negative impacts on body, language, behavior as well as consciousness of kids from 0 year old to 3 years old.

After television broadcast has officially accessed to daily life, the business functionality as marketing and investment, and the commercial features are strengthened. Most of TV programs showed many advertisements and many of them focus on product marketing. Television broadcast has become the king of media in comparison with radio, printing newspapers and electronic magazines. One of the major reasons is broadcast knows how to combine images, color, sounds, movements and most of people spend their time on watching TV. House cleaning equipments, agricultural products, services or even political activities can use broadcast to advertise and promote. The aim is to create real time values and influence of a product or service on viewers.

Due to high expenditure and fierce competition between products and

services, TV advertisements tend to use more shocking methods to create discussion in public. They normally strengthen on psychology and emotion by which waking up viewer's demand. It could be the speed and convenience, love, promotion desire, pride, class... In fact, the basic characteristic of TV advertisements is to make viewers imagine through the exaggeration and the repeated slogans. It uses idols and famous figures to attract consumers even most of advertisements' concepts are unreal and have different influence on viewers, including those in age range from 0 to 3.

In Vietnam, the more socio – economy develops, the more living standards get improved. As a result, demand on information and entertainment is increasing and the rate of household

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with TV is rather high in recent years. The high number of viewers has expanded the broadcast network and more local and foreign TV channels are in broadcast programs now. This expansion has led to a race of TV advertisements. They all want to have more showing time with higher frequency. Broadcast is not only an entertaining tool but also a part of daily life. Viewers, especially kids, are passive in accepting TV shows and advertisements.

Today, children can watch TV since very young (some month old) and adults also tend to use advertisements as a way to feeding babies. After being able to walk or run, adults use broadcast to reduce the hyperactive behaviors of kids. This creates negative impacts on the development of psychophysiology, personality creation and their thoughts of surrounding world, especially those from 0 to 3.

Some main features of psychophysiology and the way of receiving information from kids

Many child psychologists and education experts have confirmed that kids' psychology will have the fastest growth after birth till 3 years old. Child sophisticatedly learns and explores the surrounding worlds by their senses then forming their own independence as well as personality. *About personality*, kid's character is basically formed before 3 years old; about IQ index, kid's brain structure will be 60% completed before 3 years old and it is the best period for

absorption. *About study*, it is the time to create memories, feelings and thoughts before 3. [1, 17-18].

- *Being sensitive to language*. When children start to notice what adults speak and learn to say the very first sound as "a, a...", it is the time for them to be in a period of being sensitive to language. Learning to speak is a difficult job but kids can easily learn their mother language. The reason is they are strongly sensitive to language during this period. They feel interested in all objects which are in talks with them, including televisions, and sounds from the kids in TV children shows.

- *Being sensitive to feeling*. Kids can hear, see, smell, taste and touch since being born through the absorption of awareness to learn about the surrounding environment and objects.

- *Being sensitive to order*. The sense of kids about order is reflected through the habits and their requirements of everything. They do need an environment with order to realize and get used to things. Hence, kids are clearly sensitive to requirements of "order". For example, it is the habit of eating and watching TV at same time. This will affect kid eating once the electricity goes out.

- *Being sensitive to small details*. If adults tend to skip some things or small details, kids are totally opposite. They observe and notice every details and things happening around them. This creates the ability of observation for kids.

- *Being sensitive to actions.* Kids grow up their physical activities as walking or hand movements through observation and imitation. They learn to walk at the age of 1 to 2 then hand movements during the age of 1.5 to 2.

- *Being sensitive to social scale* (also called as the sensitivity to polite behavior). Children have formed their daily lifestyles through communication and copy adult's behavior and words.

Negative impacts of TV advertisements on children

There are many arguments of positive and negative impacts of TV advertisements on kids. Arguments for TV advertisements pointed out that kids can recognize new products in the market thank to adverts. They increase knowledge of new inventions in technology and other fields for kids. Also, attractive adverts of healthy food will help improving a kid's dietary. However, the reality also proved that TV advertisements do have negative impacts on society, as followed:

1. Impacts on children's physique

- *Affect kids' vision:* Children's eyes are growing so their corneal, retinal and crystal are not completed. Watching television too early and in a long term might hurt their eyes and negatively affect kid's vision. Especially when advertisements' images are very fast. Hence, kids under 3 should watch television.

- *Affect kids' hearing:* If television sound is higher than 60 decibel, kid's hearing ability will be decreased and this

influences on their personalities, behaviors, languages and knowledge. Kids may become unable to concentrate, violent, have difficulties in speaking and lose the curiosity that they should have.

- *Affection of electromagnetic radiation:* At this age range, kids are sensitive to electromagnetic radiation which leads to the disability of brain. If kids live in an environment at high level of radiation in a long time, there will be changes in blood, lymphoid and original cells. As a result, they might have leukemia. Television has X ray at the speed of 8-12 milligram per hour. If these rays pass through a cell in the body, it might lead to some radiation sickness as cell degeneration, tissue injury, mental disorders and eye muscle pain [See more 11].

- *Affect kid's immune function:* Lighting from television will stop the creation of important melatonin which increase the chances of DNA changes and might lead to cancer.

- *Insomnia:* Sleeplessness is due to senses are excessively agitated.

- *Autism:* Spending too much time on watching television will limit the communication and make kids not be interested in communicating and live a isolated life.

- *Obesity:* Physical activities will be reduced if watching television too much. Also, hormones will be affected and increase the fat.

2. Impacts on language and behaviors:

The period from 0 to 3 years old is when kids learn language and how to develop their language ability. By observation

and intimation, kids learn behaviors through language and try to apply this new method in similar environment. It is also the first school of kid. [12]. TV advertisements prevent kids from learning language because advertisements basically use images with only few of speaking voice. Many advertisements do not use standard or even inappropriate language. Therefore, kids tend to misunderstand advertisements' concept then use those language in real life. It is not good for their behavior toward adults. Besides, some adverts pay too much attention on creativity and ignore the psychological growth of kids. As a result, they will copy bad things but not get any complains in adverts such as shop – lifting, eat by hand ... These behavior could be seen in advertisements for milk, food, or organic food... Hyperactive children also like to intimate risky actions as racing, jump down from high building.

3. Affect kids' sense:

- *Lead to the misunderstanding of material demand of kids:* Many advertisements only think of the selling purpose at any price without noticing to cultural or social standards. They just promote the advantages of products so consumers, especially kids, do not have the right idea of the service. Advertisements make kids to persuade their parents to consume products. For kids, this is a serious misunderstanding because they will desire to own these services or products as broadcasted. Consequently, children will have the

habit of looking at outside appearance, addicted to shopping and running for new things as well as making comparison.

- *Lead to habit of being an exception or unconfident feelings:* Some TV advertisements have a strong, tall boys but laughing at small kids, or shy and unconfident girls and boys standing next to pretty models. And kids will feel inferiority complex. This could be seen in advertisements for shampoo, mouthwash, deodorant or skin care ... Besides, little kids also have comparison between different brands then ask their parents to purchase. Those have toys appeared in advertisements will be happy and stand out while those do not have will feel upset or depressed.

- *Lead to the rely on some products:* TV adverts normally use exaggerative words to describe their products as “top world leading”, “perfection”, and “champion”. Kids will wrongly think that they will be the same by only using those products. The lack of management of broadcasting healthy food adverts in golden time is also a problem. Kids will watch those adverts not suitable for their age, for example, birth control pills, men enhancement supplement, Viagra pills for women,...

Conclusion

It is clearly to realize the high and wide influence of TV adverts. It supply not only information service for business, but also social and cultural service. In Vietnam, TV advertisement has significantly grown up in recent 10 years.

It impacts on behavior and thought of public, especially kids from 0 to 3 years old. In this age range, kids are considered to grow up together with media.

The fast growth of media has increased the number of TV adverts and TV channels. Hence, it is impossible for kids to stay away from watching TV. As parents, we should balance the amount of TV adverts that kids could see. Or we could watch with them then explain for them the right concept of each advert. Apart from disagree with how TV adverts describe and its language, parents should encourage kids to say their ideas as well as discuss with them. This is a way of ensuring kids not misunderstand advertisements. Kinder gardens also need to instruct children to objectively enjoy TV adverts.

Besides, it is necessary to improve the management with TV adverts so that the product quality is ensured. Time for broadcast also need to be clearly regulated □

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