

Advertisers targeting young people.

Paul Johnson reports.

新的研究报告发现……

[1] A new report has concluded that advertising managers are becoming increasingly interested in children. Studies show that children influence about 50 percent of things that families buy, so they are an attractive target for advertisers.

[2] John Taylor, the author of the report and a lecturer at the Department of Media and Communications at the University of West London, says: “Advertisers can reach their target in many ways. They can, for example, show an ad many times during school holidays, they can make the TV commercials a little louder than the programmes to attract attention, or they can sponsor programmes and show their commercials just before the programme begins.”

[3] Most advertisements aimed at children are short, imaginative and often in the form of animated cartoons.

“Children love the adverts and watch them in the same way as any entertainment programme,” Taylor says.

有人担忧…… 针对……做广告
[4] There are concerns about advertising aimed at young people. The concerns are shared by Sarah Durham, a writer and journalist specialising in media analysis. “The most worrying thing is that children do not think carefully when they see television advertisements. They are less critical than adults and do not usually realise that the advertisement has a persuasive message, to encourage them or their parents to spend as much money as possible on the product or service,” she says.

[5] There are also concerns over the vast sums of money that junk food manufacturers spend on advertising to persuade children to buy their food products. Many advertisements, argues Durham, promote food that is a lot higher in fat, salt and sugar than healthier alternatives. “Many companies target children with offers of free toys, models of cartoon characters, gimmicky packaging and interactive websites. In most Western countries, there are a lot more advertisements during children’s TV for food than any other type of product, and these are mainly for sweetened breakfast cereals and fast food restaurants.”

免费赠送玩具: offers of free toys; to offer free toys

政府的解决措施
[6] Government approaches to controlling advertising to

Different governments have different approaches to controlling advertising to children.

children vary. In Sweden, one of the strictest countries where

advertising is concerned, TV advertising to children under the

age of 12 is banned. Greece bans television advertisements for

children's toys between 7 a.m. and 10 p.m. Other countries,

such as Denmark and the Netherlands, also have legal controls

whereas France, Britain and Germany prefer self-regulation,

arguing that the television industry should regulate itself and

bring out a "code of good conduct".

[7] Some countries are not as certain as the Swedes that advertising to children is harmful. The French argue that

children need to see many advertisements so that they can

develop their ability to think as they grow up. The belief is that

advertising will help children to be more aware of its

persuasive power.

[8] This all means that there is little hope that the situation will

be resolved by any kind of cross-European regulations.

“Because some countries are much more relaxed than others

about advertising to children, the European Union is unable at

present to have a common approach to the problem. Until the

approach to doing sth
approach to sth. 这两个短语中的to是介词

12岁以下的儿童

禁止为儿童玩具做电视广告

法律控制

自我调节(自我管控)

产生: 激发 良好行为准则

培养思考的能力

长大成人

这种信念(观点)认为……

更加意识到……

说服力

……几乎毫无希望

解决一种情况
to resolve a situation

跨越欧洲各国的管控(措施)

欧盟

目前

解决问题的途径

绝大多数 成员国

majority of member states are as sure as the Swedes of the

be sure of sb./sth.
确信某人(某物)

广告的危害性质

harmful nature of advertising, the current indecision will

犹豫不决, 优柔寡断

continue,” concludes Taylor.