

Advertisers targeting young people.

孩子成为广告商们青睐的对象。

Paul Johnson reports.

保罗·约翰逊报告

[1] A new report has concluded that advertising managers are becoming increasingly interested in children.

一份新的报告得出结论说，广告经理们对儿童越来越感兴趣。

Studies show that children influence about 50 percent of things that families buy, so they are an attractive target for advertisers.

研究表明，儿童影响家庭购买物的 50%，所以他们是广告商的一个有吸引力的目标。

[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.

该报告的作者、西伦敦大学媒体与传播系的讲师约翰·泰勒说：“广告商可以通过很多方式达到他们的目标。

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.”

例如，他们可以在学校假期期间多次播放广告，他们可以让电视广告比节目更响亮一点来吸引注意力，或者他们可以赞助节目，并在节目开始前播放他们的广告。”

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

大多数针对儿童的广告都很短、富有想象力，通常以动画的形式出现。

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

泰勒说：“孩子们喜欢看这些广告，就像看任何娱乐节目一样。”

[4] There are concerns about advertising aimed at young people.

人们对针对年轻人的广告表示担忧。

The concerns are shared by Sarah Durham, a writer and journalist specialising in media analysis.

专门从事媒体分析的作家和记者莎拉·达勒姆也有同样的担忧。

“The most worrying thing is that children do not think carefully when they see television advertisements.

“最令人担忧的是，孩子们在看到电视广告时不会仔细思考。

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.

她说：“他们没有成年人那么挑剔，通常不会意识到广告有说服力——怂恿他们或他们的父母尽可能多地花钱购买产品或服务。”

[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.

此外，人们还对垃圾食品制造商为说服儿童购买其食品而花费巨额广告费表示担忧。

Many advertisements, argues Durham, promote food that is a lot higher in fat, salt and sugar than healthier alternatives.

杜伦认为，许多广告所宣传的食品脂肪、盐和糖的含量都比健康食品高得多。

“Many companies target children with offers of free toys, models of cartoon characters, gimmicky packaging and interactive websites.

许多公司以儿童为目标，提供免费玩具、卡通人物模型、噱头包装和互动网站。

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 confectionery, sweetened breakfast cereals and fast food restaurants.”

在大多数西方国家，儿童电视中的食品广告比其他任何类型的产品都要多得多，而且主要是糖果、加糖谷物早餐和快餐店的广告。

[6] Government approaches to controlling advertising to children vary.

各国政府对儿童广告的控制方法各不相同。

In Sweden, one of the strictest countries where advertising is concerned, TV advertising to children under the age of 12 is banned.

瑞典是广告管制最严格的国家之一，该国禁止向 12 岁以下儿童播放电视广告。

Greece bans television advertisements for children's toys between 7 a.m. and 10 p.m.

希腊禁止在早上 7 点到晚上 10 点之间播放儿童玩具的电视广告。

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".

其他国家，如丹麦和荷兰，也有法律管制，而法国、英国和德国则倾向于自律，认为电视业应该自律，并提出"良好行为准则"。

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

有些国家并不像瑞典人那样肯定面向儿童的广告是有害的。

The French argue that children need to see many advertisements so that they can develop their ability to think as they grow up.

法国人认为，儿童需要看很多广告，这样才能在成长过程中培养思考能力。

The belief is that advertising will help children to be more aware of its persuasive power.

人们相信，广告可以帮助儿童更好地认识其说服力。

[8] This all means that there is little hope that the situation will be resolved by any kind of cross-European regulations.

这一切都意味着，通过任何形式的跨欧洲法规来解决这一问题的希望渺茫。

"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.

"由于一些国家在向儿童做广告方面比其他国家宽松得多，欧盟目前无法对这一问题采取共同的方法。

Until the majority of member states are as sure as the Swedes of the harmful nature of advertising, the current indecision will continue," concludes Taylor.

泰勒总结道："在大多数成员国都像瑞典人一样确信广告的有害性之前，目前这种犹豫不决的状况还将继续下去。