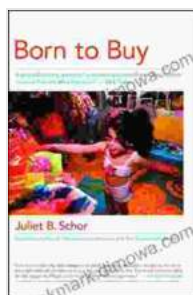


# The Commercialization of Childhood: Exposing the Insidious Cult that Targets Our Children

:

In a world where consumerism reigns supreme, the lines between childhood and commerce have become increasingly blurred. The relentless barrage of marketing messages aimed at children has created a "new consumer cult" that threatens to undermine the very essence of being a child.



## Born to Buy: The Commercialized Child and the New Consumer Cult by Juliet B. Schor

★★★★☆ 4.2 out of 5

Language : English  
File size : 3606 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 306 pages  
Screen Reader : Supported



## The Commercialization of Childhood: A Historical Perspective

The commercialization of childhood is not a new phenomenon. It emerged in the 19th century with the rise of mass production and advertising.

However, it has accelerated exponentially in recent decades, fueled by the growth of digital media and social networking.

## **Target Marketing to Children: A Calculated Exploitation**

Advertisers have identified children as a highly lucrative market, with their impressionability and disposable income making them prime targets.

Marketers employ sophisticated techniques to appeal directly to children, such as:

- Appealing to their emotions
- Using bright colors and engaging imagery
- Creating brand ambassadors and mascots
- Exploiting their peer influence

## **The Impact of Commercialization on Children:**

The relentless exposure to marketing messages has profound consequences for children's development:

- **Materialism and Consumerism:** Children develop an exaggerated sense of entitlement and focus on acquiring material possessions.
- **Reduced Creativity and Imagination:** Commercial toys often limit children's imagination and creativity by providing pre-determined play experiences.
- **Body Image and Self-Esteem:** Advertisements often promote unrealistic body ideals and beauty standards, leading to body dysmorphia and low self-esteem.

- **Obesity and Unhealthy Eating Habits:** Marketing of junk food and sugary drinks contributes to childhood obesity and poor nutrition.

### **The Role of Parents and Educators:**

Parents and educators play a crucial role in protecting children from the negative effects of commercialization. They can:

- **Media Literacy Education:** Teach children to critically evaluate marketing messages and identify their persuasive techniques.
- **Limit Screen Time:** Reduce the amount of exposure to commercial media, such as TV, social media, and video games.
- **Encourage Active Play and Imagination:** Provide opportunities for unstructured play and activities that promote creativity and imagination.
- **Model Healthy Consumer Habits:** Demonstrate responsible consumption and limit children's access to excessive material goods.

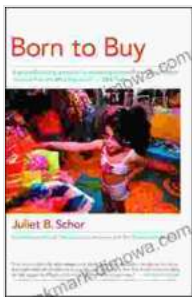
### **Breaking the Consumer Cult: A Collective Effort**

Challenging the commercialization of childhood requires a collective effort. This includes:

- Government regulation of advertising targeting children
- Corporate responsibility and voluntary guidelines
- Media campaigns to raise awareness and promote media literacy
- School and community programs to empower children and adults

:

The commercialization of childhood is a global crisis that threatens the well-being of our children and the future of our society. It is a "new consumer cult" that must be confronted and dismantled. By empowering children, parents, and educators, we can break the cycle of consumerism and foster a childhood that is filled with imagination, creativity, and healthy development.



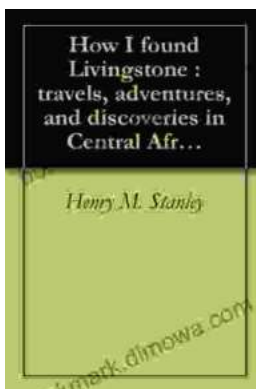
## **Born to Buy: The Commercialized Child and the New Consumer Cult** by Juliet B. Schor

★★★★☆ 4.2 out of 5

Language : English  
File size : 3606 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 306 pages  
Screen Reader : Supported

FREE

DOWNLOAD E-BOOK



## **Embark on an Extraordinary Adventure through Central Africa: A Detailed Journey of Discovery**

Unveiling the Enigmatic Heart of Africa Are you ready to delve into the uncharted territories of Central Africa, where untamed landscapes and fascinating cultures await?...



## Unveiling the Enchanting Tapestry of Italy: A Journey Through "Italian Sketches"

Prepare to be captivated by the vibrant hues and rich textures of Italy as you delve into "Italian Sketches," a literary masterpiece that paints an...