

Consumer Health/Advertising Transcript

Consumer Health/Advertising

Do you like to watch TV or play on the computer? The TV and computer are both types of media. **Media** is how we communicate with others.

It includes:

- TV
- Radio
- Internet
- Cell Phones
- iPods/Tablets

Most kids spend an average of 7 hours a day using media. That is a lot! All that time with media can have a big impact on your health.

Spending too much time with media can cause:

- Problems at school
- Difficulty paying attention
- Obesity • Eating disorders
- Difficulty sleeping

Violent movies and video games can cause additional health concerns.

Violence is when people do things to hurt each other. It is not a healthy way to solve problems.

These are some ways viewing violent movies and games can hurt you.

- You may be tempted to solve problems using violence.
- You may feel more anger or aggression.
- You stop feeling sad or sorry for others who get hurt.
- You may want to hurt other people.

When you see violence on TV, ask yourself this question. What are some healthy ways these characters could solve their problem?

Try to think of nonviolent solutions to the conflict.

Another big way the media affects your health is through advertising. **Advertising** is the tool companies use to persuade people to buy their products. It is all around you.

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You see ads on:

- Commercials
- Magazines
- Billboards
- Flyers

Have you ever wanted to buy something you saw in a commercial?

You probably have. It is okay to buy some of the things we see in advertisements, but you have to be careful. Sometimes the products you see are not good for you.

Many companies create ads that are meant just for kids. Many kid ads are for:

- Sugary breakfast cereals
- Soda
- Fast food
- Candy and junk food

The companies know that if they can get you to buy something when you're a kid, you will probably buy it for your whole life.

Unfortunately, many things you see advertised aren't healthy

When you see an ad, you can ask yourself these questions to help you decide if you really need the product. Try to think of a commercial you have seen recently as you answer these questions.

1. What is the company selling? Do I need it?
2. How does the ad make me feel?
3. Is the product good for me?

1. What is the company selling? Do I need it?

The first step is to figure out what the company is selling. Is the product something you already have or similar to what you already have? If so, you probably don't need it.

2. How does the ad make me feel? Do I like the music? Does it make the product seem exciting? Is the person in the ad famous?

Ads try to make you feel good when you see them. They might use fun music or show people having fun. Then when you see the product at the store, you will remember how fun it looked in the commercial.

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Just because a commercial makes you feel good, it doesn't mean that you will feel good if you buy the product.

Companies often use famous people to advertise their product. They know that we like famous people and want to be like them.

Just because someone is famous in a commercial doesn't mean that the product is good for you.

3. Is the product good for me? Does it have a lot of sugar or is it high in fat? Will it make me healthier?

Remember many ads are for things that aren't good for your health. Soda and candy have a lot of sugar. Fast food has a lot of fat. It is okay to enjoy these things sometimes, but too much sugar and fat is bad for you.

The media can be helpful for communicating with others. It can also be a fun source of entertainment. However, too much time spent with the media can damage your health.

Next time you sit down to play a video game, try doing something active instead. You will have just as much fun and feel better, too.
