

## Protecting Kids from Advertising & Entertainment Media Messages

Watch the documentary: “**Consuming Kids: The Commercialization of Childhood.**” Students tend to like this, especially those in their early 20s because the video is a bit older, so all of its kid show examples may harken you back to your childhood. Then complete the following essay questions:

1. Describe several separate media practices raised in the *Consuming Kids* documentary that demonstrate a disturbing trend/practice, and explain what makes it unethical, according to you. (be specific to demonstrate you watched it)
2. To resolve the problem(s) from *Consuming Kids* you discussed above, what specific policies/guidelines would you recommend for either advertisers or entertainment producers that governs how they create media for kids? In your answer, clarify whether your policy/guideline is for advertisers or for entertainment producers, and tell us whether you think that guideline should be *voluntary* for the industry to implement (like in a code of ethics) or if you think it should be *government-mandated* (such as a law regulated by the FCC or FTC).