



## CHILDREN'S ADVERTISING AND ITS IMPACT MECHANISMS

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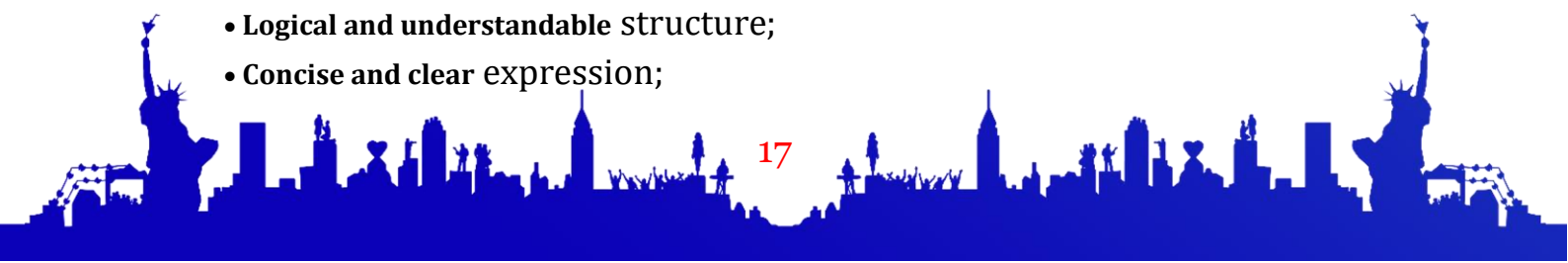
The influence of advertising on society's culture necessitates its thorough evaluation. Nowadays, creating effective advertising involves specialists from various fields such as psychology, sociology, marketing, and linguistics. At the same time, governments establish laws that regulate the content, structure, and display of advertisements while also monitoring the quality of products or services. For example, in the United States, the Federal Trade Commission (FTC) and the Children's Advertising Practice Code impose strict requirements on advertisements targeted at children [AANA, n.d.].

Regulating advertisements by law and monitoring product quality are of great importance, as children are part of the audience and may not fully understand them. Children encounter advertisements everywhere: in mass media, on the streets, in transportation, and even at home. Research shows that children aged 6 to 11 watch an average of 28 hours of television per week and see nearly 20,000 commercials per year [Moore & Lutz, 2000]. The number of 30-second commercials broadcast per hour of children's television programming can reach up to 24 on weekdays and up to 21 on weekends. If a child watches just one hour of television per day, they may be exposed to around 160 advertisements per week.

Since the 1970s, debates have continued regarding children's ability to understand advertisements. A study conducted in 1983 by Goldberg and Gorn [Brucks, Goldberg, & Armstrong, 1986] revealed that most children under the age of 8 do not comprehend the commercial intent of television advertisements. Children aged 8 to 10 have a partial understanding, while by the age of 11, they fully grasp the sales-driven nature of advertising. For instance, according to Piaget's theory of cognitive development, children under 7 are still in the concrete operational stage, meaning they struggle with understanding abstract concepts.

The analysis of advertising texts and the study of their influence are highly relevant today. An effective advertising text should have the following characteristics:

- **Credibility** (based on factual evidence);
- **Logical and understandable** structure;
- **Concise and clear** expression;





- Original and engaging content;
- Unique and attention-grabbing nature.

The linguistic features of advertising texts include:

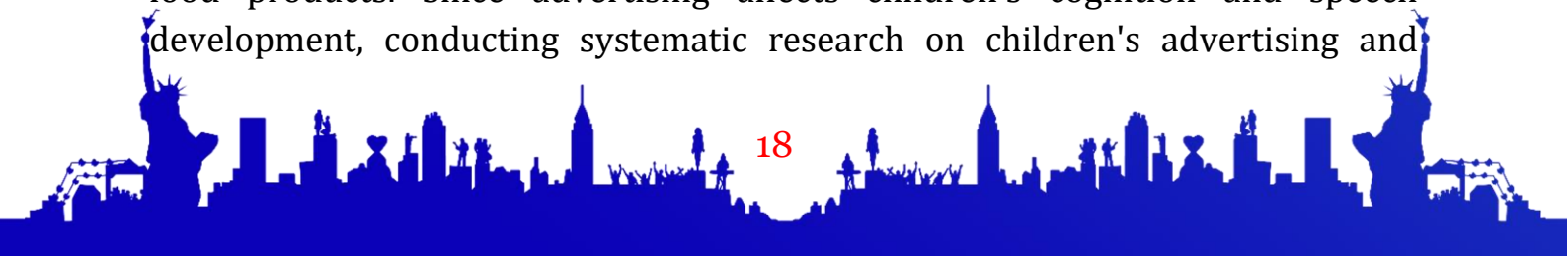
- Active use of synonyms;
- Extensive use of word combinations beyond general language norms;
- Developed polysemy (multiple meanings of words);
- Short sentences combined with high informativeness;
- Expressiveness and persuasiveness;
- Originality and goal-oriented structure;
- Striving for maximum text conciseness.

Based on the research of linguists D.E. Rosenthal and N.N. Kochtev, it can be stated that advertising texts serve two main functions: **informing and persuading**. Any advertising text is clear and targeted, helping to differentiate a product or service from its competitors. For example, **McDonald's Happy Meal** advertisements use a cheerful and appealing language aimed at children, capturing their attention and generating interest in the product.

There is still insufficient research specifically focused on advertising texts aimed at children. The creation of advertising texts that consider children's age characteristics and the study of their psychological impact should become a new area of advertising research. Literature analysis shows that advertising texts have been studied from various perspectives, but systematic research specifically on children's advertising texts has not yet been sufficiently conducted.

No matter how attractive the children's advertising market may be, meeting the needs of young consumers is not easy. Their behavior and perception processes differ from those of adults. For example, children are more susceptible to visual and emotional influences, making it easier to engage them through vibrant colors, cartoon characters, and repetitive jingles. However, the children's product market remains promising, and marketers continue to explore effective ways to influence children's minds.

Studying advertising texts aimed at children is a highly relevant issue. Children lack sufficient protection against advertisements, so advertising for them must be clear, understandable, and aligned with ethical standards. For example, in the European Union, there are strict regulations on advertising materials targeted at children, with a particular emphasis on promoting healthy food products. Since advertising affects children's cognition and speech development, conducting systematic research on children's advertising and





developing texts that are appropriate for young audiences is of great importance.

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