

Dear Sir/Madam,

I wish to express my concern regarding the current trends in the realms of media and advertising and their effects on children.

As a mother of eleven children, I have definite concerns about what my children may be subjected to through media and advertising. I speak specifically of Television and Bill Board Advertising at this point in time, however there are of course many other media avenues to be concerned about.

My philosophy in terms of raising my children, is to raise up decent, hardworking citizens who understand that they owe something to the society in which they live. In order to have such ideals, children must also have strong morals.

My question is, how can children be raised with strong morals and high ideals when they are continually bombarded with sexualised media images? These images are degrading to human society and greatly reduce the dignity of women in particular.

For instance, the ASB recently held that a mobile phone porn download ad had been misclassified and incorrectly allowed to show at an earlier time slot. Once such an image is seen by a child it remains etched in their mind, disgusting images that sully their purity and innocence.

Another example being the recent public advertising of Durex, AMI and Lee Jeans Lolita. A clear example of advertisers abusing the privilege of public space use.

We must act for the common good of all human kind and protect our children from indecency so that they can have the chance to grow up with the pure minds that they were given. It is the responsibility of the adults in our society to act appropriately for the well being of our children.

Thankyou  
Mrs)Jo-Ann Murphy