

SUBMISSION ON:

THE ENQUIRY INTO THE SEXUALISATION OF CHILDREN IN THE  
CONTEMPORARY MEDIA ENVIRONMENT

I am a mother of four adult children and have watched with increasing dismay at the sexualisation of advertisements in the general media.

I believe that this type of advertising impacts in a negative way on the development of the minds of children. Children should be allowed to grow up without any **undue** images or connotations being implanted in their young minds, that can change their freedom to develop in a more natural way. Subliminal messages, apart from blatant messages, are recognised as being a very important tool in getting a different message across other than that intended in the original message.

Sometimes it is very difficult to understand in the beginning and throughout an advertisement, for example, on television, what is being advertised..... until the end of the advertisement. I don't believe this should be the case. The focus of the advert should always be about the product from beginning to end and without sexual messages to sell it.

I believe that self-regulation has failed and there is a very real need for regulation of the advertising industry particularly these days when most young people have access to the same media advertising as adults. I would like it noted that it is not only sexual references that are a problem in media advertising but also other messages, for example, bad behaviour messages that are also a problem.

Finally, an advertisement should not need ANY sexual overtures to sell its product. Looking at the elimination of all sexual innuendos and references from advertising material should be a priority of this enquiry.

This is not a denial of the freedom of allowing the advertising industry to conduct itself in an appropriate and responsible manner. It has failed in that, otherwise why is there an enquiry? It is the **protection of the innocence of young minds** from receiving subliminal and sometimes quite blatant messages which give a different message to that in the advertisement, that is other than the product being sold, that should be foremost in our minds.

Sender and contact details:

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