

I wish to make a submission with some concerns and my thoughts.

I believe that the sexualisation of children occurs as an extension of the sexualisation of humans and in particular adults. Children copy adults so if our children are being sexualized then so are the adults.

Since adults run this country then it is the adult's fault that things are turning out this way!

Sex is cheap and it is effective and big business makes mega bucks from it. Problem is that there is a price that is paid by society for this dropping of standards and more often than not it is our children who pay the price. Child sexual abuse is rife.

As a mother of 4 children (17,16,12,10), I am constantly being asked by my children why television shows are allowed to broadcast material that is so inappropriate for their younger, or even same age, siblings and peers. My children are often shocked with what pops up on TV and what is presented on billboards and magazines. They are concerned about the influence it has on their younger and/or more vulnerable peers. They see the impact it has on the behaviour of their peers. It concerns me that children can see the inappropriateness of the direction taken by our media and the dangers of what is shown on TV yet the adults responsible do not seem to notice or care!

I believe that we need to turn our attention on those who are responsible for censorship to see just how much money they stand to loose with a change in direction and weigh it up against what is best for our kids.

Overall television/media needs to take a different approach and focus. Instead of using sex, violence or drugs to sell we need to encourage people to use their minds and find ways to make money that doesn't include these things to such extreme degrees. A little bit of moderation and the input of brain power wouldn't go astray. Surely people would have to be saturated by sex, drugs and crime by now and will be looking for a more intelligent and different direction for society to take. This direction that we are headed has not been beneficial to our kids.

I believe that a whole new focus and attitude needs to be promoted by the media so that a better, healthier and less toxic society can be groomed. I believe that Parents need to take back some authority and responsibility and start disciplining their children and showing them the right way. It is no good for adults to say to children to do as I say and not as I do, as it doesn't work.

Jolanda Challita