

INVESTIGACIÓN/RESEARCH

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ADVERTISING IN THE CARTOONS IN YOUTUBE

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ABSTRACT

In many occasions, until one does not have children, it does not detain to analyze the contents that the children see in the different mass media that are to his scope. These are basically the television and Internet. In the television there are thematic channels directed children who allow to the parents to have them absent-minded awhile. In Internet also we can find many web with cartoon. Some of them are of the own televisions, but there are others, as Youtube, in which we can find all the cartoon and infantile contents that let's let's want. The question is that in Youtube, the children not only they see the cartoon or similar, but also they see advertising inserted in them. It is what we are going to analyze along this article.

KEY WORDS

Advertisin - ethics - children - Youtube - Internet

LA PUBLICIDAD DE YOUTUBE EN LOS CONTENIDOS INFANTILES

RESUMEN

En muchas ocasiones, hasta que uno no tiene hijos, no se detiene a analizar los contenidos que ven los niños en los distintos medios de comunicación que están a su alcance. Estos son básicamente la televisión e Internet. En la televisión hay canales temáticos dirigidos a niños que permiten a los padres tenerlos distraídos un rato. En Internet también podemos encontrar muchas web con dibujos animados. Algunas de ellas son de las propias televisiones, pero hay otras, como Youtube, en las que podemos encontrar todos los dibujos animados y contenidos infantiles que

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queramos. La cuestión es que en Youtube, los niños no sólo ven los dibujos animados o similares, sino que también ven publicidad, insertada en ellos. Eso es lo que vamos a analizar a lo largo de este artículo.

PALABRAS CLAVE

Publicidad - ética; niños - Youtube - Internet

1.INTRODUCCION

Advertising is the economic livelihood of most the media and web pages, so it is not surprising that every link or every YouTube video is preceded by one or more advertisements and even inserted into the own content. That seems valid and reasonable. Now, what does not seem valid or reasonable is that advertising inserted into content for children not suitable for viewing by a child, ie, that advertising does not fit the content which is advertised or the audience they are targeted those contents. That is the problem which will turn this article and we will try to argue precisely.

As it was mentioned earlier in this article, until you have not got children, often does not notice certain things. In fact, until I began to bring them to my children cartoons on Youtube, I did not realize that to see them it is always necessary to be accompanied by an adult, to hide advertisements that are emitted - in cases where the option to 'skip the ad' is given - or turn off the monitor directly in cases where that option is not given. The reason? The advertisements included. As discussed in the subsequent analysis, in Pepa Pig and Pocoyo cartoons, children have to see advertisements for schizophrenia, jewelry, perfumes, etc. All are products that are not addressed to them. Most of these advertisements are not understood by children and transmit values totally unsuitable for children. Throughout this article, it will be offered different arguments for control of the advertising broadcast in children's content, from an ethical point of view. In fact, although there is some regulation regarding children's advertising, ie advertising aimed at children, not the case with the advertising broadcast within children's content.

1. 1. The influence of advertising in our lives

As explained by Castell, "to citizens of advanced societies the reality is shown through by radio, television, print media, Internet, advertising, etc., and symbolic representations through various media genres. All this powerfully influences on us and perhaps we are increasingly moving away from the natural reality entering in a contrived and artificial cultural reality (Ballesta, 2009: 50)." This statement is true. The media shows us what happens and, in many cases, is our only contact with reality, either by geographic remoteness or by belonging to different social strata. The truth is that one of the main consequences of this indirect knowledge of reality is "stereotyping guidelines cultural behavior and homogenization or universal patterns of cultural behavior regardless of the geographical, historical and social location

(Ballesta, 2009 82) ". What occurs with the media and advertisement is similar. It shows us a reality that we have not got a shortcut and shows us a world sometimes unknown to us. Advertising, like the media, creates stereotypes that are adopted by society quite naturally and quickly. The canons of beauty which advertised are soon to be followed by adolescents and not so adolescent. We all want to look cool, we all want to have habits 'cool' behavior or want to be what others want us to be. As Savater says that society conditions us (2012: 41) always and inevitably. If this happens to adults, with the ability of reasoning and distinction between reality and fiction, which does not happen to a child. If you ask anyone for defining the characteristics of children, it is mainly said that innocence and naivete. That is what we all highlight and remember from childhood. It is not uncommon to find hundreds of songs that are authentic odes to the innocence of children. In fact, in the 'Code of Conduct for children's advertising' it is said that "younger children have a limited ability to assess the credibility of the information they receive (Self, 2003)." Admittedly, citing Savater, "when we are young (and even older) learn to live observing how others live. We are always inspired by others (2012: 42)." Advertising observes for us and shows us the world, also for children.

The consequences of advertising on children are increasingly being studied in various investigations. It is not uncommon, therefore, that the 'Code of Conduct for children's advertising' also says that "recognizing that advertising can play a role in children's education should make advertisers publish information truthfully and accurately, and aware that the child/girl can learn things from publicity which affect their health and welfare (Self, 2003)." From all the existing research on this topic, we highlight the one carried out by Shor, who made a study of American children to see how advertising influenced their behavior and the way they consume. One of the conclusions was:

Children between 6 and 12 years of age, as well as adolescents in the United States, are the most concerned generations for brands and consumption of the history and they are more materialistic. (...) More than anywhere else in the world, American children believe that clothing and brands they wear describe who they are and define their social status, and show a greater identification with brands, to the point that experts consider them increasingly linked to brands (Shor, 2006: 25).

The author added that "simultaneously, each time there is more evidence about the malaise among children (2006: 25)." The author talks about a large increase in cases of obesity, attention deficit disorder and hyperactivity, anxiety, abuse and harassment. It is clear then, following Shor, that:

A high degree of involvement in culture of consuming is a significant cause of depression, anxiety, low self-esteem and psychosomatic problems. Psychologically healthy children worsen if they submerged in the culture of spending and purchasing. (...) It means, less involvement in

consumer culture leads to healthier children and greater involvement leads to deterioration of psychological welfare of children (2006: 222).

This result may be not surprising, especially if we consider the kind of society of adults that we have created and which is able to make a person just to go according to the canons which marks advertising and therefore society. Of course, if an adult is able of everything go to after the fashion. What can we ask a child? If advertising influences adults to a degree that surprised us, how you should influence a child lacking defense barriers? This is, in my view, a very important issue that must be addressed from the highest possible responsibility.

1.2 Ethic, media and advertising

With the facts presented so far, it seems clear the need to control how advertising they see our children and what can affect their future life.

Ethics must play a leading role in the content of the media and society in general. We can understand ethics as a branch of philosophy that "seeks to assess the degree of individual and collective correctness or incorrectness behaviors in relation to a person and to others (Ballesta, 2009: 75)." Ethics is the basis of all laws. The right arises as a need to implement a mandatory certain ethical and moral standards. In fact, that obligation is the basic difference between law and ethics. The law is mandatory, while ethics is not. If we analyze any law, on it rest the fundamental ethical norms of any society, but must be turned into laws for people to carry them, for fear of being sanctioned. The only sanction for an ethical breach is the bad conscience and more and more people lack that 'Jiminy Cricket '. In any case, ethics as the basis of any law, is based on a set of general principles that should govern our actions and that should make us a better person. That is to say, with ethical behavior of all citizens, we will have a better society. As Platon said "no one applies moral while dreaming (Savater, 2012: 24)." Without wanting to reach the utopian idealism of Platon or Aristotle, it is true that if ethics were given a greater role in society, we would contribute to avoid many of the current problems.

As mentioned, the ethical points a set of rules of behavior, rules that will lead to happiness. Without wanting to reach this utopia, some authors, like Bernabé Tierno, which provide some of the keys to being a humble winner, that is, to succeed, be happy and be a good person are not exclusive of the other. The author establishes 20 principles, which are as follows (2012):

1. The first aid before speaking or propose solutions, is to listen
2. Kindness is the best seasoning for business and human relations.
3. Any major transformation depends on a roadmap with small goals.
4. Everything is born in thought: what we believe becomes our prophecy
5. The admiration and recognition are extra emotional pay of a worker and a customer

6. Be ourselves, without limiting anyone or wanting to be anything special, it is what makes us unique
7. Good relationships with colleagues and customers are the most profitable investment there
8. There is no greater wealth to work for the benefit of others
9. Recognize and strengthen efforts, qualities and values is much more effective than pinpoint failures, weaknesses and flaws.
10. To accept you as you are, is a first step to grow and operate successfully.
11. Each day has 1440 minutes to dream, work and learn: take advantage of them whatever your circumstances.
12. To be close and accessible generates a tsunami of complicity, enthusiasm and shared mission.
13. Since you cannot drive two cars or live two lives at once, just try to live yours.
14. Only those who values and respects without comparing himself to anyone, receives the love and respect of others.
15. Once you reach the top, do not cling to it like a pedestal; it should serve only to look further.
16. Fortune favors the brave, entrepreneurs, explorers.
17. The success escapes from comfort, excuses, fear of losing or being wrong, of what people say, adversative of subordinate clauses as would be fine, but.
18. We are all the way, everything flows, nothing stays forever, except those beings who are part of us.
19. Who honestly plant the seed of love, just getting the sweetest fruit.
20. The richest man is the one who least need.

Anyone who reads these principles will agree that it is the fundamental basis on which to settle the moral and emotional education of anyone. So, those are the values that are transmitted in the society?, and in advertising? Definitely no. Principles like 6 and 10 (be ourselves, accept us and not want to mimic anyone) or 8 (work for others as true wealth) are taught contrary in today's society (and advertising). That is, we must all have the same symbols of success (translated into brands and products) and be according to the canons of fashion of the moment. Society discriminates those who want to live differently, to which the material ceases to care. Take the example of a person with a good job (a person with the highest category), which earns a good salary (2,000 euros), which owns a house (thanks to the legacy of their parents could pay without mortgage) and he is having a perfect woman. Live well, buy all you want and wear clothes of recognized brand. Let this man one day get tired of all that and decide to sell the house, quit his job, left his wife (because it is not happy with her) and buy a small house in a remote village. Donate the money left over from the sale of his home in the city to a NGO and is dedicated to creating an organic garden and live with what he gets when he sell his fruits and vegetables. It would be a person that emerges from all the material and enters a spiritual realm. What would we think of that man, if he were our neighbor or our son? Is that what we want for our children? The truth is that our thinking and our way of ideal life is highly

conditioned by what advertising makes us to think and act and this must be taken into account, especially when we talk about childhood. Tierno Bernabé says:

People with well-developed emotional skills are more likely to be satisfied and effective in their lives and to master the mental habits that favor their own productivity; people who cannot put some order in her emotional life waging inner battles that sabotage their ability to concentrate on work and think clearly, says Daniel Goleman (...) And the mood influences everything we do at home, at work or in any social situation (2012: 213).

These emotional skills are those that provide true satisfaction and not material things. Utopian, as it may seem, it is completely real. Many people with lots of money and material stuffs feel dissatisfied and unhappy, while many others with just enough money to live feel full. As Ortega y Robles say, "the analysis channels and media, from the ethical point of view, should provide educators, students and families, the keys that help them explain what factors are affecting educationally in changing attitudes and social behaviors (Ballesta, 2009: 75). "

1.3 Good advertising leaves traces

" Good advertising leaves traces, and what is even more important, leaves scar (Pérez, 2005: 11)." That says Ricardo Perez and it is true. Advertising leave their scar. It marks both the product and the person who wears it. That is also known by advertising. It is aware of its great influence on the society. There are many cases we can find companies that have changed the way people think and even their culture. The same author gives the example of equality among men and women:

For the first time, the Ministry of Culture addressed the issue of equal rights for women. We were invited several agencies to generously contribute ideas that were awakening the sleeping man and the consciousness in general. We present a campaign in which we invested the roles of men and women, to make the contrast clearer (Pérez, 2005: 87).

Advertising knows that leaves traces and can change social habits, lifestyles. That trace that leaves us all is what should concern us, especially when we talk about children. What trace leaves them in children?, What makes for them to learn through advertisements in relation to other areas of life such as family, school, friends, etc? This fingerprint defines, for example, the way of conceiving the world that we all have. The issue is that children are learning to conceive that world. How are we showing it? Or rather, what we are teaching? What does advertising teach? As Vives says, "advertising will continue to watching life with different eyes and will reflect it to people. It is like telling through different forms and narrative languages: Have you noticed what is happening in the world? (2005: 169). "We, as consumers, also know.

"We are aware that advertising is half-truths, but every day we get carried away by it, deluding ourselves and we fall into their networks (2005: 15)," as Vives says.

But, how advertising may influence us that way? It seems something really magical, but it is not. It's as simple as appeal to our most irrational part, which controls our feelings and therefore our actions. As Perez says, "to reach consumers and conquer them, we must be done in body and soul (2005: 160)." That's why advertising increasingly appeals to the emotional part, the irrational part. For example, "it has been shown by several psychological studies that watching the smile of a child is one of the actions that produce more gratification to human beings, and not only the smile of a son or a grandson, but any child (Vives, 2005: 93). " Vives adds that "especially children closely identified with the animals. Therefore, there are many campaigns (and movies) aimed at children in which all members of the animal kingdom (2005: 95) involved ". Given these facts - that explain many of the advertisements that are seen- and taking into account the vulnerability of children- for innocence and naivete of which we have already discussed in previous paragraphs, we see the need to control what advertising see our children, which in fact is increasing every day.

1.4. What about internet?

Internet has opened a debate in many aspects, such as privacy, copyright, etc. But it is true, which is still in a legal and ethical limbo in many respects. It is true that the scope and coverage of Internet overflows, but if it has already become a means of communication, why not treat it like the rest of them? A few months ago, the National Commission Markets and Competition (ABC, 2014) forced the 'Sálvame' program to respect the children's time. The truth is that this concern for the content broadcast by the program did not extend to advertising that was broadcasted in its commercial breaks. It is true that due to the current amount of channels that are dedicated to children, there are more careful and targeted advertising (though not always, really). We will certainly be surprised inadequate advertisements in Boing, just to mention a chain of the same corporate group (Mediaset). I let my son see that channel because I understand that is dedicated to children and take care all content broadcast on it, including advertising. And that's what I guess when I go on Youtube and I put my children Pepa Pig. I have got a surprise me when I realize that my children, between chapter and chapter, are watching advertisements on schizophrenia, half naked girls in more than sex and similar positions. That's when I, as a mother, I start to scare and when I consider that to see Youtube, my children must have an adult present with them.

1.5. Announcements inappropriate in youtube. Analysis

To write this article, we have made a small analysis of advertisements that are broadcasted on Youtube in children's content (two series in particular). Our goal has

been to get an idea of what kind of advertisements is inserted, do a thorough analysis of Youtube advertising. The three days of viewing the advertisements have been more than enough to support and check our initial thesis. Here we present details about the methodology of the study:

Over three days (8, 10 and 12 October 2015), we have watched what advertisements are embedded within chapters Pepa Pig and Pocoyo. We have chosen these two series being two of the most famous and because they target children with low age, between 2 and 6 years old.

We have analyzed the results of the first 8 entries that appear when you put in the search Youtube 'Pepa Pig' and 'Pocoyo', corresponding to all chapters of the series. For the analysis we used two variables: physical danger (advertisements for products that can be physically dangerous for children) and moral hazard (advertisements that convey to children morally reprehensible or morally reprehensible situations values in relation to children).

The analysis results were as follows:

1st day.

- Search Pepa Pig: 5 of the 8 announcements issued are unsuitable for children, all disapproved by assuming a moral hazard to children. In three of them there are clear sexual references (see Annex advertisements 3,5 and 8) and in the other two situations involving poor teaching for children (see Annex ads 7 and 4) are presented.
- Search Pocoyo: 4 of 8 advertisements issued are unsuitable for children. Three of them pose a moral hazard (one makes sexual references, another speaks of schizophrenia and the third presents situations violent- see Annex ads 1, 5 and 7). The remaining announcement (see Annex ad 8) poses a physical danger to children, to present products as they say in the product itself, 'must be kept out of reach of children'.

2nd day

- Search Pepa Pig. 3 of the 8 ads are inappropriate for children, pose a moral danger to children (see Annex ads 2, 4 and 7). The first advertisement has sexual references, violent behavior presents the second and third appeals to fear.
- Search Pocoyo. Only one of the 8 advertisements is inappropriate, for moral hazard to children (see Annex ad 5). The advertisement talks about schizophrenia, which seems like an inappropriate subject for children so young.

3rd day

- Search Pepa Pig. Three of the 8 advertisements are unsuitable for children. One of

them involves moral hazard (make sexual references. See appendix Ad 1) and the other 2 involve physical danger for presenting products, as they say in the product itself, 'must be kept out of reach of children' (See Annex ads 4 and 6).

- Search Pocoyo: Two of the 8 advertisements are unsuitable for children. One of them involves moral hazard (make violent references. See Annex ad 4) and the second involves physical danger for presenting products, as they say in the product itself, 'must be kept out of reach of children' (See ads in Annex 3).

Thus, we watched the 48 advertisements analyzed, 18 are unsuitable for children, 14 of them pose a danger moral and 4 pose a physical danger to children. If we talk in percentages, we see the 37.5 percent of the advertisements analyzed are unsuitable for children, which we consider a fairly high percentage.

1.6. Ethical commitment, the real solution.

After these results, we ask, what should you do? As Maqueira and Bruque say, "the presence of a new digital generation that has grown up with the computer and whose members use it daily in all moments of their lives, professional, social and leisure (...) means that companies are using new digital media to reach this new generation that consumes compulsively (2009: 193). " Now, the children, due to the arguments offered so far, should not be in the same bag. For example, as Perez explains:

Advertising for fashion is developed in a very special field. (...) Most of that advertising comes from Paris, as children, and is designed by artists and stylists fine smell (...) Hence also from the fact that the advertising industry go doing what they want, eroticism comes into play unvarnished and forms of attraction that are not politically correct. Women respond stereotypes that dictate fashion designers, which are far from the actual types of women (2005: 119).

Should these advertisements be watched by children in their cartoons? Absolutely no. Internet is the future of advertising and we all know. "The web brings something unthinkable for the advertising market in any other mass media: the constant emission of an announcement 24 hour a day, 365 days a year (2009: 839)," as Martí explains. To this, it may be added a few more fun facts, 23 percent of the audience Youtube is between 2 and 18 years. The largest group (37 percent) are between 18 and 34 years. Nineteen percent are between 35 and 44 years. Thirteen percent between 45 and 54 years and 8 percent are over 55 years (Millar, 2011: 28). This means that almost a quarter of the YouTube audience is made up of minors. Is not enough to get an ethical commitment to care channel advertising content that are identified for them?

The truth is that it is a difficult issue to resolve. As Savater says:

With Internet the power to act with impunity has been dealt, each of us can do their portion of damage hardly suffer the consequences. New technologies allow us to know more, be in more places, and hurt more people. (...) Internet is a huge moral challenge for all users (2012: 25-26).

To this we add the second variable, advertising and we must consider that as Vives says "whatever happens, advertising will remain a part of our lives, so you better find a way to cohabit amicably with her (2005: 167) ". We are putting these two variables we realize that the legal solution is difficult, but not ethics. If, as we said before, Youtube would commit to adapt advertising inserts depending on the contents, we could talk about a safe environment for children and could even increase your audience reach. As Vives says, "the damn advertising may well be blessed, largely it depends on us. Let us charge it by honesty! (2005: 167). " That honesty - not only advertising media but in which broadcasts- allow Shor sentences like this no longer true: "The industry lacks moral authority. In the agencies, people are afraid to face customers. In business, a similar lack of authority is also given. And mean while, the pressure for money just passing over the need to treat children well (2006: 245). "

1.5. ANNEX

8.1. 1st day: 8 October 2015 10.43 hours. Search: Pepa Pig

1. Nestle Chocolates: the slogan is that Life is better when you live with more passion. "Nothing inadequate is presented. It presents a family of everyday life (school, work, etc.) and in their leisure time (playing instruments). It is a family and children appropriate advertisement.

2. Cookies Belvita: It explains the characteristics of the cookies and presents a man simulating how his life (humorously) is, if eating cookies brand. Although it is an advertisement aimed at adults (uses terms that a child does not understand how absorption of carbohydrates), nothing happens if children watch it.

3. Densilogy: announces some pills you to grow more hair. Both product advertised as the setting (sensual girl taking a capsule) are not suitable for children.

4. Tous Jewelry: presents several models wearing her jewelry. They are beautiful people, which look happy. The values that are transmitted in this announcement, we believe that are not suitable for children as they talk about the superficiality and direct connection between happiness and success of the characters with the advertised product.

5. Perfume Black Ives Saint Laurent Opium: in this announcement is a clear sexual component (shown kissing the protagonists) and one girl walking at night through

the city. It is a totally inappropriate advertisement for children, mainly because of their sexual content.

6. Decathlon: announces tights for sports. It presents some girls in the gym and a girl overweight, very determined and safely. Although not aimed at children, nothing happens if they watch this advertisement.

7. Cookies Chips Ahoy: presents some guys in a gym, some make a joke to another guy. As a result of the joke, the boy falls to the ground. In the advertisement, he says that 'if you are able to do whatever a Chips Ahoy, you can enjoy two varieties'. It is totally inappropriate for children because they are teaching about wrong values.

8. Opel Corsa: This advertisement has a distinctly sexual component. It presents two girls mounted on a car, which suddenly stop because the car has a sensor that prevents collisions. The point is that stop right in front of a bus, which has a giant advertisement for a man in his underwear. They use this double game to announce that sensor that avoids frontal collision. For its sexual content it is inappropriate for children.

8.2. 1st day: 8 October 2015 11.06 hours. Search: Pocoyo

1. Opel Corsa: This advertisement has a distinctly sexual component. It presents two girls mounted on a car, which suddenly stop because the car has a sensor that prevents collisions. The point is that stop right in front of a bus, which has a giant advertisement for a man in his underwear. They use this double game to announce that sensor that avoids frontal collision. For its sexual content it is inappropriate for children.

2. Pantene Pro-V: this advertisement is about hair loss and Paula Echevarría appears. It is not an advertisement aimed at children, but nothing happens if they watch this advertisement.

3. The herd of tuna Pate: Pate speaking as a simple way to give fish to children. There is no problem if they watch this advertisement, although not a notice to them.

4. Diapers Dodot: An advertisement showing a baby and the advantages of using diapers that brand. It is suitable for children.

5. Liligo: announces a website to buy airline flights. Characters running out, one over others. It presents a strange situation, that children do not understand. Not suitable for children.

6. Banking Foundation La Caixa: Discusses the elderly and the services provided for them the foundation. There is no problem if they watch this advertisement, although not a notice to them.

7. World Day on mental health: Talk about schizophrenia. It is not suitable for children advertisement for its subject.

8. Skip Detergent: talks about the virtues of this detergent. The announcement itself, although it is not intended for children, not harm them to watching it. The funny thing is that at the end of the advertisement says 'keep out of reach of children'. That last sentence is why we consider that the advertisement is inappropriate for children.

8.3. Day 2: 10 October 2015 11.11 hours. Search: Pepa Pig

1. Announcement of the new film 'Mars': not a film dedicated to children, but never mind that children see this advertisement.

2. Densilogy: announces some pills you to grow more hair. Both product advertised and the setting (sensual girl taking a capsule) are not suitable for children.

3. Advance sensitive: Announces dog food. It is not aimed at children, but does not harm them see them.

4. Liligo: announces a website to buy airline flights. Characters running out, one over others. It presents a strange situation, that children do not understand. Not suitable for children.

5. Lavovin: announces a product to prevent hair loss. It is not aimed at children, but neither harms them.

6. Rice Revolution: the first advertisement aimed at children we see. Announces a bow to shoot arrows. The truth is that it is aimed at children over the age that these cartoons are directed. This toy children could use it after 10 years, at least.

7. Movie 'Crimson Peak': announces a movie. Not suitable for children since the scenes that appear scary (dealing with ghosts) and show a very frightened girl. It is totally inappropriate for children.

8. Krups Coffee Drop: announces a coffee maker. It is not aimed at children, but neither harms them.

8.4. Day 2: 10 October 2015 11.23 hours. Search: Pocoyo

1. Lavovin: announces a product to prevent hair loss. It is not aimed at children, but neither harms them.

2. Cream makeup Vichi: announces a cream-makeup. It is not aimed at children, but neither harms them.

3. Scottex: announces a brand of toilet paper. It is not intended for children (although children appear) but neither harms them.

4. Sprout HP announced a computer-printer. It is not intended for children (although children appear) but neither harms them.

5. World Day on mental health: Talk about schizophrenia. It is not suitable for children advertisement for its subject.

6. L'oreal makeup: Announces makeup. It is not aimed at children but neither harms them.

7. Associated Arriaga: announces a law firm that is known for being specialized in the issue of preference. Iker Casillas appears. It is not aimed at children but neither harms them.

8. Shampoo and gel Johnson is not directed to children, but is a product for children and, in fact, children appear in the advertisement. It is suitable for children.

8.5. 3rd day: October 12 2015 19.17 hours. Search: Pepa Pig

1. Evax Liberty: announces compresses, using images of a naked woman. Although not seen any part of the body involved, the nakedness of women is more than evident. This is not advisable for a child content.

2. Associated Arriaga: announces an office of lawyers that is known for being specialized in the issue of preference. Iker Casillas appears. It is not aimed at children but neither harms them.

3. Cepsa: An advertisement that a child would not understand well because rather than a particular product speaks of a very general concept, with mixed images. Still, watching does not harm their children.

4. Mr. Clean: announces a cleaning product. Although the advertisement has not got anything that can harm children, just because of the toxicity of the product and the risk that a child will use it, we consider it inappropriate.

5. Diapers Dodot: both content and advertised product are suitable for children.

6. Ariel: announces a detergent. Although the ad does not have anything that can harm children, just because of the toxicity of the product and the risk that a child will use it, we consider it inappropriate.

7. Samsung: announces a new TV. It is not aimed at children but neither harms them.

8. Krups Coffee Drop: announces a coffee maker. It is not aimed at children, but neither harms them.

8.6. 3rd day: October 12 2015 19.30. Search: Pocoyo

1. Shuco: announces a company dedicated to technological development. It is not aimed at children, but neither harms them.

2. Lays: announces some fries. It is not aimed at children, but neither harms them.

3. Skip: Announces detergent. Although the ad does not have anything that can harm children, just because of the toxicity of the product and the risk that a child will use it, we consider it inappropriate.

4. Liligo: announces a website to buy airline flights. Characters running out, one over others. It presents a strange situation, that children do not understand. Not suitable for children.

5. Natural Gas is a campaign on responsible consumption. This announcement is even suitable for children, for their educational message.

6. Babybel: announces a cheese. It is an advertisement aimed at children.

7. Associated Arriaga: announces an office of lawyers that is known for being specialized in the issue of preference. Iker Casillas appears. It is not aimed at children but neither harms them.

8. Danone: announces 'The first danone'. It is an announcement in which children appear, but is more dedicated to mothers. Watching it does not harm children at all.

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