

## **Introduction**

1. Do you think it's reasonable to believe that people can be transformed, from the earliest ages, into "life-long consumers"? Explain.
2. Do you feel that there are, or should be, societal or moral reservations about marketers approaching children at such early ages? Why or why not?

## **The Floodgates Open**

3. Do you feel the Federal Trade Commission should be in the business of regulating unfair and deceptive marketing to children? Why or why not?

## **By Any Means Necessary**

4. How does the branding of beloved children's characters serve the interests of marketers?
5. What kind of psychological, social, or behavioral impact do you think this might have on the targeted child?
6. How do you think the presence of advertising in schools relates to the overall mission of public education?

## **Under the Microscope**

7. How do you think the contributions of psychologists, anthropologists, sociologists, and other behavioral scientists have affected marketing to children?

## **Brand New World**

8. One of the dominant themes of children's marketing today is the selling of cool, as marketers have shifted from the selling of products to the selling of emotional meanings tied to brands. How do you think marketers draw on or play into kids' normal social interactions with their peers in order to make their appeals effective?

9. What types of values are being sold to children in commercial culture?
10. What role do you think marketing has played in shaping children's values and aspirations?
11. Are the values and messages that marketers tend to push at odds with the kinds of values we expect parents to instill in kids?

### **Cradle to Grave**

12. What are some specific examples of age compression?
13. What do you see as some potential risks or threats posed by this strategy to children's health and well-being?
14. Do you see reasons for concern with the branding of babies?

### **Rewiring Childhood**

15. Why is play important?
16. In what specific ways are media threatening children's play?

### **Our Future**

17. Do you agree that we have become a nation that places a lower priority on teaching our children how to thrive socially, intellectually, even spiritually, than on training them to consume? Explain why or why not.