

MOTIVATING EFFECT OF ADVERTISEMENTS ON CHILD PERCEPTION: YOGHURT ADVERTISEMENTS AS A CASE SAMPLE

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Abstract

The effects of advertisements on both adults and children in terms of determining consumption tendency, perception of social role models, articulation of and separation from established cultural/ societal values are among the subject of discourse in the scientific sphere. However, there are significant differences between the levels of being influenced of advertisements by adults and children. Naturally adults have a much more advantageous position in understanding the ad's purpose or that the broadcast/published image is an ad or piece of fiction. Among the commercials in both print and visual media aimed to increase the sales of a product by making it known, the ads related to food sector are perhaps the most important fictional constructs, as they are influential on general consumption tendencies. In this sense, declaring the negative health effects of some advertised products gains more importance. For example, according to Consumers' Association officials argued that gelatine coming from pork was being used to produce yoghurt, and the Ministry of Health was then concerned about the claims. Additionally, officials from the Ministry of Education emphasise that children are not aware, the purpose of commercials are "*to sell more products*", and they are targeted by many different commercials about take-home foods including flavoured yoghurt. The main aim of this article is to focus on the ways children's mental and physical development is shaped by yoghurt advertisements.

Keywords: Advertising message, child health, consumption tendencies, yoghurt products, capitalist market relations.

Introduction: Concept of Advertising and Its functions

The effects of advertising messages has a determining importance in relation to determining social behaviour patterns, motivating the consumers and making the product known to more consumers and introducing the

product to greater masses. The main perspective is of course increasing the demands and sales of the selected product. On the other hand, the advertising message represents not only the product itself, but also the life style–behavioural pattern associated with that product, draws attention not to what that message is, but to how that message is constructed, and from which motives that fictional construct is brought in front of the masses. According to Taşkıran- Bolat, *“While the advertising message is being transmitted to the target audience, ...the ad, being connected to the product content, draws the consumer into an interaction with visual, aural, gustative, olfactive and sensory messages, too, in order to reach sales goals.”* (Taşkıran-Bolat,2013:49-51)

Therefore it is important to briefly discuss what commercial is, its primary purposes and the role it assumes in communicative processes/ consumption tendencies. A commercial, being an effective communicative tool, is a two-way process that emerges from especially within capitalist free market relations and its competitive conditions. Advertising messages that are aimed to give striking information about the product and inform the consumers, try to *“persuade”* the audience by making them believe the product in question is superior/cheaper/more practical than alternative products in the market. While one of the two functions mentioned has a purpose to eliminate the lack of information in the sector, the second one following the first one, especially important nowadays; is *“left to the mercy of”* the producer or the advertiser about *“the truth”* of the “message”, with its mission to shape and direct the target audience’s perception.

1. Functional Value of the Product/ Advertising Value

It can be said that *“level of education of the target audience, the ability to reason and even the skills of abstract thinking, constitute a sensitive balance between the ad and the consumer.”* The two factors important for preparing the advertising message, creativity and analysis, are closely related to the functions mentioned above. For example, while analysis aims to introduce the product and inform the consumer, creativity, by utilising the cognitive features of the advertising process, ensures that a fictional text is created, and the product gets attention from the target audience. Creativity, which is determining factor in consumer’s purchase of the product, also implies a persuasion– a cognitive restructuring process. (Güz, 2002:289)

Perception focusing– shaping the individual consumer perception is so important that, it is being observed, through advanced mass communication technologies, advertising sector focuses on shaping and directing perception instead of providing information. Cereci, emphasising the issue, points out the number of occasions and repetitions of ads is more

important than product content and getting the product advertised is more important than improving the quality, functional and/ or usage value of the product or its production conditions. Cereci, stating it has come to that the market value of a product is not anymore measured by its functional and/ or usage value, but with its advertising value/ advertising frequency, addressing the factors below as follows: “The more a product is advertised and the wider its audience gets, the more consumers it will have. The more a product’s brand and what it is are mentioned, the more it will take place in people’s minds, and it will prosper through years.” Arguing, a brand without advertising, no matter how famous it is at a given time, is doomed to be lost in the market in the mid-term Cereci (Cereci, 2004:21), believes the commercial sector is turning into a heavy gun within the capitalist market relations.

Another example for the product’s advertising value to take place of its functional value again comes from Taşkıran-Bolat’s work. The researchers, who emphasise the aural and olfactive factors used in the ads, remind that the aural factor behind the information, that is, the rhythm or the familiarity of the music increases the chances for sales. Taşkıran-Bolat, mentioning the example of socks ads emphasising the scent, state that after the ad gained place in the media, the daffodil-scented socks sales went up, and the interviewed subjects said they find those scented socks to be of higher quality than other socks. Researchers focus on the incredible perception changes in the audience, despite the fact that the producer of the scented socks did not subject the socks to a process that increases quality or durability over regular socks. (Taşkıran- Bolat: 56-68)

2. Targeting in Relation to Personal Traits

Oktuğ, approaching the ad/product– target audience relationship on a similar angle, in an unpublished master’s degree study, utilises the known theory of Freud about “*id, ego and superego*” regarding perception shaping. Oktuğ, pointing out that advertising aims to influence human consciousness by using all kinds of cognitive, perceptive and sensory data, mentions that the consumer’s perception and awareness about consumption patterns in relation to their needs and preferences changes in proportion to the focus on these three parts of human psyche. Oktuğ, stating that “*id*” is emphasised especially in food ads, asserts that “*id*” and “*ego*” are the two parts that are the most focused on by the advertising sector. The researcher who states that pleasure and sense of delight can be reached over these two, points out that the advertising sector deals less with “*superego*” when compared to other two, as it is harder to reach moral ability or decision making processes. Oktuğ’s assertions largely employ the approach that the individual stimulated over their *id* and *ego*, has easier-to- shape perceptions and

patterns of consumption, and their response rates can be influenced over these two parts of human psyche. (Oktuğ, 2007:40-43)

Oktuğ, underlining that advertising sector is not holding back on also emphasising superego while preparing ads concerning social responsibility projects, like those of LÖSEV, does not seem to be interested in the increasing efforts of the international capital to utilise superego. On the other hand, especially giant firms like Coca Cola, Unilever (Omo), Ülker, Turkish Airlines, Aker in headscarf commercials, Iş Bankasi, various cargo firms, and national firms fighting to the top in their sectors, are observed to be spending great efforts to employ superego manipulation. In this sense, Coca Cola's "*carrying love*" and "*being the irreplaceable drink*" of the holy month of Ramadan, or Omo's rhetoric, "*it is good to get dirty*" as long as you know the way to clean it, used in emphasis of the childish character, are slogans that became popular in ads. Again Iş Bankasi's "*being there as always as we were*" in those "*dark days*" when no one was there for the country, and Aker's advertising messages with their models "*having moral, Islamic sensitivities*" wearing headscarves, can be shown as examples of superego being "*activated*" by stimulation. Thus these attempts, in the process of making the market into a capitalist one by the advertising sector, it can still be argued, advertising messages often prefer to stimulate excitement, desire and pleasure by appealing to id and ego. On the other hand, with the public service announcements that started to appear recently in Turkey, big firms are seeming to increase their efforts to prefer "*tickling*" the superego in order to create "*difference, elegance*" in the market.

3. Creating a Scapegoat from Capitalism

On the other hand, there are people arguing that the sectoral operational chain cannot be reduced to "*the polished face*" of capitalism, and such a reduction would be downplaying the global state of capitalism, and the advertising sector, despite the efforts to show advertising as the "*devil*" of living capitalism. Slavoj Žižek, known for his works on capitalism culture/criticisms, is only one of the people who do not agree with the general attitude towards the relationship between capitalism and advertising. Žižek, who accepts that capitalism spreads market relations and makes it acceptable for audiences in messages transmitted to consumers by the advertising sector, points out that ads utilise daily relationships/ colloquialisms and social relationship networks: Žižek continues his view as below:

"While the approach to get rid of ads and focus on real quality is not entirely unjust, we should quit approaching things only on this perspective. It does not work like that. Ads explicitly use the things that are parts of our social relationships. For instance, there is a dessert called 'soupe anglais' in

Europe. Even if you never tasted it, or even if you do not live in Europe, this sounds to you like something very different from regular soup. You know how a product that you have never had before tastes like. People always invest on their fantasies. In this sense, water is never water. Be there ads or not. So, the individual should not reduce this complexity to a capitalist system supported by ads.” (Zizek, 2012).

Actually Zizek, in his speech where he criticises the radical reductionist approach against advertising and capitalism, emphasises the common social/societal “*experience-awareness relationship*” in the concept of “*the experienced conditions of life*” mentioned above. More precisely, while advertising messages socialise consumer perception by first discovering social-societal relationship networks and then getting integrated into those, they also capture the sense of community into the consumption perception and turn them into a “*consumable*” concept, he says. While the process seems to be generally in favour of capitalism and market relations as it is mentioned in capitalism criticisms, it is possible to pursue such processes with different ways of social awareness and even completely independent from free global market relations. That a way to shape the same sensitivities over ruthlessness of free market relations/ capitalism is possible implies that Zizek is right against the radical reductionist approach. It can be argued that, the ones supporting the former approach pursue a successful criticism of capitalism with their focus on the difference between the real value of the product and the value implied on ads/ commercials, and tangible reality, that is, quality and durability.

When the researcher sets him/herself aside from the theoretical side of the issue and comes back to food advertising, which is the main subject of the study, it seems like an obligation to prioritise between Zizek’s approach and the radical reductionist approach that resembles a narrow sociology in the food sector where variables like advertising ethics and ethical advertising are widely discussed. As the food sector directly affects human health and development, one must keep in mind the effects that “*are*” or “*might*” be created by any kind of speculation around food products. When some thinks about parents assumed to have the necessary qualifications, social/ intellectual intelligence and cognitive perception/ awareness are widely affected and motivated by food commercials despite their defence mechanisms, it must not be forgotten that children, who are in the position of “*receivers*” in social/ societal environment, are the primary sectoral targets of food advertising and they are almost completely “*vulnerable*” against advertising messages.

In this scope, it can be observed that there have been many studies about yoghurt commercials and their effects on children, which is the subject of this study. Starting from here, in order to clearly see the effects of

commercials on children, the question “*What do children mean for the advertising sector?*” must be answered. Zuppa, who says mass communication tools are starting to comprise the entire time available to people, suggests that the child’s consumer identity starts to be shaped as soon as the child starts socialising and steps into the institution of family. Borzekowski-Robinson, agreeing with Zuppa (2003: 78-80), who assert that the sole factor shaping a child’s food and drink habits in the family until the age of schooling is advertising messages, believe the child rises to the position of “*demanding consumer*” in both choosing and acquiring products, with the reactions he/she provides to advertising messages in his/her socialising period. (Borzekowski-Robinson, 2001) According to the studies suggesting that the child behaves like a typical consumer towards the end of his/her socialising period (ages 4-6), the demand curve for a nuclear family of 4-5 is mostly shaped by child consumers and children decide on which one(s) will be taken into homes among similar products.

4. Child (Young) Consumers as the Main Determinants of the Food Sector

It creates a significant threshold that children perceive the object focused in advertising by brands, not by type like parents do. This awakened awareness for the given product/ object at age one is combined with the concept of “*usage- adoption*” at the age of two, and results with the change in the supply- demand equilibrium in the market. To be more precise, while the adult consumer motivated by the ice- cream ad given in the media can settle for any product that would satisfy the desire to consume ice-cream instead of the particular product advertised, the child by brand- oriented way of thinking, is drawn to the particular product emphasised by the advertising message, therefore leading to maximum utility gained from advertising.

Asena, who reports that it would be enough for a child between the ages of two and six to be subjected to an advertising message for 30 seconds will be influenced by it, based on Carlito, says “*Food products with high sugar, fat and calories are given advertising space on television. The products in the ads are highly harmful and dangerous for health. On the other hand, there are no commercials on television about fruits and vegetables.*” (Asena,2009: 1-2) Besides the commercials aimed to increase the market share of a given product via advertising messages, that public service announcements which are prepared by the state to inform the public also do not feature influential content to promote the consumption of fruits and vegetables either. Instead of establishing a comprehensive communications network and fighting products called “*junk food*”, banning soda products at primary schools, trying to sell milk products to children does not work in a country where there are stores and shops just a few meters outside the

schools that are readily waiting to sell soda and sugar products to children. Such showpiece efforts do nothing but prove that these non-functional campaigns sustained via regulatory measures remain so weak against market conditions.

On this note, the vulnerability of children against advertising messages at least partly begins to disappear with age. Researches, who identify the age interval 2 to 6 as the most dangerous period, assert that the child consumer who had no defensive reflex against advertising messages in the mentioned period will start to show less freedom to choose as soon as s/he starts school. (Kapferer, 1985: 160) The position of the child consumer, who has information on brands and not content about products like candy, chocolate or yoghurt till the age of six and is ignorant about similar options that market the same products, changes in school. With the guidance in the education process, teacher becoming a role model for the student, the child consumer, as soon as s/he gets introduced to his/her peers' different preferences, is at least equipped with an important tool that is freedom to choose.

Sağlam, who suggests that advertising messages constitute a way of communication between children and adults, describes this relationship as, *“Children either buy the products they see on ads themselves, or they want them from their parents. Parents show positive or negative reactions to such demands. This way, ads become one of the important factors that influence family-child relationships.”* (Sağlam, 1990:77)

Without a doubt, Sağlam is not the only one who emphasises the importance of advertising messages in domestic interactions and motivation. İstanbul University Faculty of Communication member Pembecioğlu also approaches the subject in a similar way. According to Pembecioğlu, as the child deems consumption demand aimed towards adults *“cuter”*, children are seen as bridges to reach adults. Pembecioğlu, emphasising the trend towards child- oriented ways in adult consumption especially in the food sector, suggest that children are beginning to be seen as entities which will shape the production and consumption tendencies of the future. (Pembecioğlu, 2006: 325) So advertisers *“pinpoint”* their targets of sales of products. Pembecioğlu: *“It is among the findings that children perceive all ads as programmes directed to them as they find those ads colourful, buoyant and educational. They are pleased by long advertising breaks between regular programmes, reacting negatively to adults’ tendencies to change the channel in these periods.”* (Pembecioğlu, 2006: 329) Prof. Pembecioğlu adds that every way is tried in food commercials to catch the attention of children.

Before giving important details used in ads of yoghurt products that are known to be important in the growth of the child, it will be useful to look at the study conducted by the Ministry of Education. In the study emphasising

the potential created by children for the economics of consumption, it has been reported that the child, who cannot understand the purpose behind the ads to sell more, despite this lack of understanding, behaves like a consumer, and pays great attention to the ads of fast/ junk food products like candies, crackers, soda products, flavoured yoghurt or hamburgers. In the study, the following suggestion was made: *“Additional television ads, also using cartoon characters, promote the consumption of food products that are consumed on foot, that reduce the appetite and prevent healthy nutrition. Inform your children about the purposes of such ads. Make it a habit to sit at the table as a family.”* (MEB, 2013:4)

Consumers’ Association experts who investigated the products filed under, *“foods that prevent healthy nutrition”* by the Ministry of Health report that even in the yoghurt products that are considered one hundred percent domestic, an object of pride being genuine to Turkey, the most basic social-hygienic conditions are not applied. The usage of supplementary substances in production is increasing. In this sense, the claims that imported gelatine coming from pigs is used in yoghurt production are noteworthy. Consumers’ Association experts, express the following in their declaration to the media: *“Gelatine is added to yoghurt products to increase consistency and help store water. Gelatine is produced by boiling the skin or bones of pigs. While normally two litres of milk is used to produce one litre of yoghurt, when gelatine is introduced, one litre of yoghurt can be produced with one litre of milk”* (Milliyet, 2012). With the Ministry of Health taking on the subject after the declaration above and outing some yoghurt brands that use harmful supplementary substances in production, the discussion turned into a more serious concern. (HT Ekonomi, 2014)

When looked at yoghurt ads, it can be seen that messages are developed over concepts like *“children, fast growth, mother”* and *“traditional factors”*. In the study, three advertisement clips are investigated. In the investigation, along with the format analysis, content and discourse analysis methods are used.

5. Sek Yogurt Advertisement Analysis

In the Sek Yogurt ad, a young woman enters a farm and says she wants to milk the cow herself and make yoghurt with her own hands, but encounters a sequence of accidents while trying to do those. At the end of the clip, the product prepared by the firm is presented to her. This way, the message that the product is supplied to the market completely naturally, that it is not as hard as expected to reach naturally produced goods, and that it would be enough to visit a market and ask for *“Sek Yogurt”* to reach a natural product, get branded into the consumer’s mind.

In the mentioned Sek Yogurt ad, featuring Sefed Avcı, who is also a mother in real life and putting the word “*mother*” next to her smiling face, it is emphasised that the product “*shows similarities to an attention to detail of a mother*” and this is included in the advertising message to strengthen the image of the product. In the message, it is mentioned that “*mothers want the most natural and fresh yoghurt for their loved ones*”, appealing to the “*responsible mother*” image, and emphasise that the product is reliable. The clip was shot at a green, natural place and it is again emphasised that the product is natural. The actress enters the farm not wearing a farm worker’s or an average villager’s outfit, but wearing an outfit that would suit daily city life. After the accidents, by laughing at and commenting on the “*mysteries of natural life*”, she is actually giving another message. With this message, it is embedded into the consumer’s mind “*with good intentions*” that one can encounter wrong products or similar products that can harm human health, while looking for the purest, most natural one. Here it is constructed that Sek Yogurt is already the yoghurt that will be trusted by an urbanite, responsible mother. Because Sek Yogurt is being prepared, “*with mother’s attention.*”

Considering the farm accidents in the clip, first the cow hitting the actress with its tail, then the ladder falling on actress’ head, later the haystack falling on are all constructed to get the attention of children. The things experienced by a clumsy person, were aimed to be reflected in a “*humorous*” way in a fast paced sequence of events. If one focuses on the music in the background, it will be noticed that it is highly calm, almost like a “*lullaby.*” The music is used highly deliberately. While in the advertising message, the factor of “*child*” is not directly seen, it is noticed that it tries to reach the child via the “*mother*”’s role. In a sense, it is inevitable that the idea “*a devoted mother who spends effort for her loved ones will prefer Sek Yogurt*” or “*a mother who cares of her children prefers Sek Yogurt*” will be branded into the child’s view. The fact mother is the person who has the densest and most frequent communication with the child in the child’s earliest years of development and that the child takes many personality traits, especially emotional ones from the mother, explains how successfully the commercial uses dominant socio-cultural patters. For the child who strongly feels love for his/her mother, the figure of a mother is already associated with devotion and altruism. As Zizek pointed out before, in advertising messages, when the idea that ads reach the target audience by coinciding with the cultural values of the society is considered, it is clearly apparent the message incorporated into the idea of the devoted mother, carries societal reality, then consumes it, and becomes a substitute for the marketed product, therefore shaping societal perception.

On the other hand, generally in the clip, exaggeration and trick factors are also apparent in terms of reliability. That is, when the product is

thoroughly investigated, it would be really hard to consider popular yoghurt products in the market as natural, because they contain supplementary substances. In this context, it is suspicious that yoghurt products can stay in the fridge even one month after the expiration date. In fact, real shelf life of natural yoghurt is much shorter.

As a part of this, in order to increase the persuasiveness in the advertising text, children are taken as reference and the text is created simple enough to be understood by a child. At the end of the clip, there is a manipulation over the production stage by stating “*we are making yoghurt every day with fresh Sek daily milk*”. The viewer subjected to the message will get the impression that every morning they are eating yoghurt made out of fresh milk, but in case this is not true. Yes, the firm produces yoghurt from daily milk, but as the yoghurt eaten by the consumer every day is not the same yoghurt produced that day, there is no connection between the firm’s attention to use fresh milk and the yoghurt in the fridge of the consumer. Sek produces yoghurt every day with fresh Sek milk, only implies it has an orderly production line provided by the supply- demand equilibrium in its yoghurt production chain, rather than the freshness and naturality of the given product. Even if the careful consumer, with the aging, recognises this word game, this is not applicable for all the viewers. Yet many parents in their daily routine will not be safe from experiencing the same misfortune in understanding the difference in discourse just like children between ages 2 and 6, who are completely vulnerable against advertising messages. (Badur, 2007) (Aile Akademisi Derneği, 2013)

6. Danone Yogurt Commercial Analysis

Of course, the commercials advertising yoghurt products are not limited to a single firm. When an ad for Danone fruit-flavoured yoghurt that contains high levels of glucose is analysed, it is seen that a male voice saying “*nothing can happen to me*” is dubbed onto imagery showing a child repeatedly falling over. In the clip, children are seen sliding down the stairs, trying to kiss their girlfriends and losing balance. The lyrics in the background, “*to achieve, understand*” is followed by two important messages for child and parent consumers. In the advertising message constructed over children’s daily behaviour/action tendencies, the friendly message supporting the mischievous behaviour of innocent children is embedded into the young consumer’s mind. While the message “*the calcium, proteins and vitamins in Danino, prepared with abundant milk and fresh fruits, helps children grow daily and healthily*” represents the cognitive perception transmitted to parents, by saying “*do not worry, children are stronger than you think*” in the metalanguage used, the subconscious of the parent/adult is stimulated.

Türkkent, who studies child-advertising message relationships, is another one of person who believes the advertising sector sees the children aged 2-6 targets, must be turned into consumers. Türkkent, in her article, reports that children's nutritional habits change with the attraction of ads, and they are encouraged to consume food with lower nutritional value, but higher amounts of calories. Additionally, potential harmful effects of food ads directed towards children are not limited to the occasions where that given product is bought. As Türkkent cites from Burdette et al.; *“Children gain weight quickly because of the long, immobile hours spent in front of the television, and this leads to childhood obesity”* (Türkkent, 2012 :26) is an important factor. In this sense, parents sitting their children in front of the commercials just because they distracts the children while having them eat a meal, or keeps them quiet/ calm while parents are talking/ discussing something, is a great example of irresponsibility. According to the experts who approach the issue as *“The message the commercial aims to transmit or embed is not understood anyway. The child is not concerned with the brand itself, s/he just absorbs the genuine rhythm, music and the package of words that seem enjoyable in a harmony.”* (Benice, 2009: 14) (Aile Akademisi Derneği, 2013) For example, if the advertised product is Danone, only the product Danone, and the slight motivated sympathy towards the product stays in the child's mind.

Öncel, in the article entitled *“Commercials for Adults, Messages for Children; Looking at Adults Ads through a Child's Perspective: a Semiotic Approach”* asserts that the object that *“shows”* is the milk/yoghurt product, and the object that is *“shown”* is the need to eat/consume those to grow up. (Öncel, 2010: 19) So the *“Do not worry, children are stronger than you think”* part in the analysed Danone ad can be challenged by, *“Yes, they are stronger than we think, but they do not become strong right away.”*

7. Torku Yogurt Advertisement Analysis

Torku Yogurt commercial is focused rather on the theme of traditionality. A young man visiting a village house enters the kitchen and smiles when he sees the yoghurt on the table. Right after he tastes the yoghurt, imagery showing a child eating yoghurt is given. This represents his childhood. However, this time, yoghurt is not in a plastic package, but in a copper bucket. The happiness portrayed in the young man right after he has yoghurt is unchanged, just like in his childhood. Here, it is emphasised that Torku's yoghurt has the same traditional taste. While cheerful memories wind up in the young man's mind, he is reminded of the days in the same village house, the old days where he runs with the bucket, and carries yoghurt to his mother who is preparing dumplings.

In the clip given alongside an old Turkish Classical Music piece, the yoghurt in the traditional bucket is shown and these words are said: *“Waiting for you, just like in your memories. Torku takes whole Turkey to its origins.”* As seen in the explanations, in this ad, *“the people’s cultural motifs”*, traditional values, *“those beautiful old days”* are frequently emphasised. In this context, the hypothesis in Boyraz’s article *“Usage of Folkloric Elements in Television Advertising”* that the advertising text should be understandable and should be shaped according to the target audience’s cultural-cognitive background in order to create the desired effects, becomes more justifiable. Boyraz adds, *“There is no doubt that television advertisements in Turkey are also prepared with this mind-set... Therefore traditional folkloric elements help ads work better and more effective.”* (2001: 2)

Conclusion: Surrealist Perception Created by Food Advertisements

The following results listed below come forward in the population investigated so far:

1- When the commercials are analysed, while the *“ingredients”* of the advertised products list the supplementary substances and their proportions, emphasising the word *“natural”* in almost all yoghurt ads so much, can at best be called misleading or wrong motivation.

2- Especially the second analysed ad for Danone fruit-flavoured yoghurt, is constructed on children constantly tripping. Despite the advertiser’s attitude to act *“considerate/protective of children”* in the text, the fact that the advertisers are portraying children as *“falling down, on the ground”* presents a contradiction.

Considering the comments by Karatay, who reports that influence of sugar on children is similar to the influence of alcohol, the following information can be given about children who are left to the mercy of food products filled with sugar and supplementary substances: *“Children’s livers are in the development phase till the age of five. Do not give toxic sugar to children in the development stages. Do not give those molasses. It ruins their body”* (Habervesaire, 2014).

3- Yoghurt ads are among colourful, fast paced ads that are supported by cartoon characters. Psychiatrist Kemal Sayar, who says children of ages 1-2 are prone to ads, states that in advertising messages, both the music and the imagery changes too quickly, getting the children’s attention, and adds: *“Tomatoes, carrots, aubergines or organic food is not encouraged in ads, the things advertised are actually things that have no use in consumption ...”* (gdahareketi.org)

4- In the commercials of the products directed towards children, *“yoghurt”* is generally portrayed as the magical formula to instantly grow up. Psychiatrist Kemal Sayar, while mentioning that children are supplied the

urge to grow up as soon as possible by different stimulants on the media, says: “...*Children are given this message: ‘grow up as soon as possible and gain your sexual identity, or you are nothing, you do not matter.’*” ((gıdahareketi.org) Fact mentioned by Sayar here, is tied at the alienation of the child, who already has a wide imagination, able to idealise almost anything and turn it into a phenomenon, from solid life facts via ads. The child, who is not aware that advertising messages are fictional constructs until a certain stage in his/her education, by being influenced by food ads and other commercials, is under the threat of development/behaviour as an individual who is completely independent of the realities of the society s/he lives in, constructing a surreal world of meanings. When surrealist perception development is combined with possible disappointments in the future, it becomes inevitable to see isolated civil consumers, and unhappy individuals who are trying to realise/ live their own individual fantasies in the world of fantasies presented by the media.

According to Marx/ Engels, humankind has two intrinsic purposes, biological and moral. Biological purpose of course corresponds to reproduction, and contributing to the progeneration of humankind on earth. When some approach the subject without ideological concerns, it may be seen that the biological intrinsic purpose is limited to humans’ production, and reproduction on earth. In the species reproduction of humankind, committing to healthy nutritional habits is a subject increasingly implied as of importance. Advertising food products and providing the profitable operation of capitalist market relations of the firms in the sector should not mean going too far in advertising messages.

In yoghurt products which are among milk products that carry a healthy and vital importance in children’s development, it will be appropriate to mention tangible relationships established between the product and the consumer while shooting sectoral ads. All three products and three firms analysed in this study are top level entities in their field. Therefore it is important to mention that these firms and their advertisements are chosen from the population according to their leading positions in the market, and the frequency of their ads. While discourse on “*pure naturality*” in all three of the firms’ commercials is not entirely realistic, it would be a conspiratorial approach to assume bad intentions. Instead of that, it should be noted that these firms, just like other firms in the same sector, exaggerate their claims on naturality by using word games in their advertising messages.

The second thing emphasised in advertising messages is the affordability or inexpensiveness criterion. However, aiming for complete naturality in the food sector which concerns public health directly necessitates a certain level of disregard for budget concerns. In this context, that two firms valuing “*pure naturality*” while producing locally in Balıkesir

price their products about two times the price of the products of recognised brands in the market, supports the claim above. It should be noted that Ünal Yogurt, producing in Manyas and have a relatively bigger distribution network nationally, reflect a price difference of 60% to its consumers, and Donce Yogurt, operating almost only in and around Bandırma sells its products for about two times the price of brands like Pınar, Tikvesli, and Sek. Again, the warning on Donce yoghurt packaging, as it may be noticed by the consumer, says “*It should be consumed in three days after opening*” and shows that naturally produced yoghurt does not last in the fridge for months. Therefore a natural yoghurt product is not one that can last for months at home, but one that should be consumed right away. It is also not possible to keep such products both natural and inexpensive.

In conclusion, it should be indicated that the motivation of children via yoghurt commercials can be prevented by cooperation of well-intentioned firms and the state. Giving importance to the appeal of superego, instead of stimulating id and ego in advertising messages aimed for children’s personality traits, is a goal that can be reached by firms demanding it from their advertisers. The state can also pursue a similar policy in yoghurt products to those it used for meat products, instead of constantly shooting public service announcements saying “*Eat this, and not that*” and reinforcing stereotypical, paternalistic discourse. Thus, replacing the phrase “*Made every day with fresh daily milk*” with “*Made every day with fresh daily milk, and distributed within a reasonable time*” could be a good start.

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