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Media Literacy and Academic Research is a scientific journal focused on the academic reflection of media and information literacy issues, media education, critical thinking, digital media and new trends in related areas of media and communication studies. The journal is devoted to addressing contemporary issues and future developments related to the interdisciplinary academic discussion, the results of empirical research and the mutual interaction of expertise in media and information studies, media education as well as their sociological, psychological, political, linguistic and technological aspects.

Media Literacy and Academic Research is a double-blind peer-reviewed journal published twice a year. The journal is international and interdisciplinary, inviting contributions from across the globe and from various academic disciplines of social sciences. It focuses on theoretical and empirical studies, research results, as well as papers related to the new trends, practices and other academic a research areas. Also encouraged are literature reviews, innovative initiatives, best practices in online teaching, institutional policies, standards and assessment. The Journal welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence.

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Media Literacy And Mobilizing Children: The Image Of Child In Automobile Ads

ABSTRACT

The image of the child raises questions that need to be analyzed and discussed, particularly in the visual messages of the advertisements. The presence or absence of children and the characteristics of their reflections in the media, specifically in the context of television commercials, put forward controversial issues. Due to the easy positioning of the child image, different narratives aim to place the child as a family member, a cute object, or a potential future user. The paper discusses how children´s image is used in the frame of the automobile ads. As the main source of data, internet commercials were given priority. Also, a focus group of 20, and a sample group of 100 children were questioned regarding their reflections on ads and sample actions practiced in the ads. The findings indicate that car ads containing children´s images tend to take precedence. In the ads, the concept of family is portrayed and associated with happiness, comfort, freedom, and trust, etc. While the samples provide examples from all segments of society, representations of white and blond kids in well-off families are more frequent. Childish purity and sensitivity are exhibited and emphasized in the context of car ads: their quality, performance, features, and capacity are always within the limits of the interests of children. If not real cars, the toy versions are enough to set the agenda as long as they are accessible to children to use, touch, and feel.

KEY WORDS

Media Literacy. Mobility. Child. Automobile. Image.

1. Introduction

Television and pay-TV connections bring together a broader general audience within the limits of their media ownership and viewing habits with the commercials promoting emerging or renewed products. However, the internet seems to be appealing to a more selective, and conscious audience with higher media literacy rates, reaching up to the new media platforms making it possible to expand the limits of thematic choices. The association of the child image could be seen in any context intermingling with almost all disciplines and concepts as something profitable on the side of marketing. Yet, on the other hand, the children audience feel satisfied to be reflected through the screens as competent, self-reliant, mature individuals, especially when they are offered a moment to state their opinion. Due to persuasive language and effective images, they seem to be making their own decisions when buying products like biscuits or running into a new toy, or with things that could easily be associated with childhood habits. However, the striking thing is that in the last two decades the media seems to be mobilizing the image of the children from innocence to maturity, from passive to active, from the state of an observer to the state of an actor. Enabling such a change, media seems to have aimed its presentation more towards the child, paving the way for them to make their own decisions even if it is so far in the future. In the end, the media seem to be sure that these little boys and girls of the day will become the loyal consumers of tomorrow.

Requiring different rates of media literacy, television and internet broadcasting might refer to different types of audiences as well. Ads love children and children love ads as well; they like to see themselves in the ads because they are repetitive and enjoyable. Specifically, ads related to outdoor activities, spending time with parents, and nature have a crucial impact on children. Even if they stay physically immobile in front of the screen, the intellectual mobility of the kids makes them prospective buyers. Due to the development and vitality of the industry, constantly updated car models, as well as the high economic circulation rates compared to the other sectors, the automobile industry often ends up with higher budgets for ads. It is possible to handle mobility in different forms and functions, such as inspiration, the market regime, opinion, beliefs, or values of the people.

The concept of mobility is a principal discussion point all over the world. Ranging from topics such as the mobility of the populations, refugee issues, mobility of culture, and values. The mobility in relation to the concept of childhood stands as the most important „decision-making“ aspect of the century. Regarding all the concepts and activities involved throughout the last two decades, we may easily see an increase in mobility in different examples. For example, in Turkey, appreciation for „gold“ left its place to „diamond,“[1] or the yearning for „tea“ turned to the addiction of „coffee.“[2]

Apart from everyday habits, the surroundings changed a lot including the skyscrapers instead of humble cottages, the smartphones replacing their traditional counterparts and even the traditional classroom settings for children, characterized by chalk and blackboard are replaced by virtual reality sessions and smart boards.

As frequent and systematic messages, ads had an important impact on the dissemination of innovations and „decision-making“ processes. Especially within the everyday usage of media, ads cover a lot of space both in traditional and new platforms. Automobile ads expressing the concept of „mobility“ reveal important findings to be analyzed regarding the image of the child. They must prioritize the concept of the child.

[1] COMAK, N., PEMBECIOGLU, N., CAGLAYAN, I.: Gold vs. Diamond-Traditions vs. Modernity. In *5th International Symposium Communication in the Millennium. A Dialogue Between Turkish and American Scholars,* 2007, Vol. 1, No. 1, 2007, p. 48.

[2] COMAK, N., PEMBECIOĞLU, N.: „Changing The Values of The Past To Future.“ In *3rd Annual International Conference On Journalism & Mass Communications,* 2014, Vol. 1, p. 223.

Starting from the earliest days of history, vehicles were accepted as the representatives of modernization, mobility, and symbol of status. The word „car," is enough to mobilize thoughts, feelings, and actions both in children´s and adult´s world. The book *„Blink"* by Malcolm Gladwell refers to the character Bob Golomb as a car salesman, having sales almost tripling the sales of an average car salesperson.[3] This is one of the thousands of examples of how people give importance to cars and people related to cars. In his book, Gladwell explains that the people who buy cars do not only buy the car but also the hopes and feelings, sense of security, and sensibility associated with it.

Back when cars weren´t as ubiquitous, when it was almost impossible for ordinary people even to touch a car, the dream of a car was more important than the real thing. Cars and any kind of action related to them were considered to be marvelous: seeing, testing, driving, buying, or selling them have always been great experiences.

The rate of cinema films portraying old cars in their plots reaches up to 72%. The use of new cars reaches up to 28% especially when the plot is mainly structured in the future. The audience usually develops a kind of appetite for such new and futuristic designs as well, whereas the old cars might only trigger the appetite of the collectors. Becoming almost as famous as the leading actor, these automobiles had a place in the hearts of the audiences as well as the seeds of future purchases regarding Gerbner´s cultivation theory.[4]

In time, handmade cars were replaced by production lines and within the last decade through advertisements and news, the masses were smoothly convinced and prepared for autonomous cars. Today, millions of pupils are transported by their parents or school buses from home to school, and if only they could have secure transportation systems of their own what a relief it would be. This is true when the elderly are considered. If only they could drive, they would not be expecting a ride whenever they want to pay a visit to their old friends or hometown. No need to mention the regular and inevitable requirements of a hectic town life making automobiles necessary. Thus, the automobile ads expand their horizons by adding each member of the family. It could be easy to mobilize the people, and other movable objects but it would be more difficult to mobilize abstract things such as ideas and values. Usually, the elder people in society have established values that might be difficult to rationalize, mobilize, or substitute with others. In contrast, the younger generation is more easily mobilized having a differently established connection with culture, language, value, or belief system.

Using automobiles is a way out of a hundred others to mobilize things and people. It´s not only a vehicle to make the separate members of the family meet, it´s also a way of spending time or going away. Automobiles mobilize people not only physically but intellectually as well, through mobilizing the culture, venue, language, and values. Understanding of cultures requires many different perspectives focusing on values, whereas the consumption culture in its modern sense, requires more attention and research. That is why the advertisements having challenging offers and providing new and tailored identities have more impact on the audience more than ever.

Automobiles function as status symbols in society.[5] The brand had the power to bring together the people in the fun club or similar gatherings. The car owners reflect their prestige and authority with their brand-new cars or beloved used ones. Thus, „the self" and „the other" meet on the same road, they should be integrated into the same community, dissolved, and melted in the same pot. The days of the spoken stories left their place in the media as the main storyteller of society. Thus, the images are provided to lead beliefs, change policies, shape prejudices, establish stereotypes or help people to overcome their fears. Even if they mention the positive effects of media, the negative impact of it seems to be severe.

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[3] GLADWELL, M.: *Outliers: The Story of Success. Audio-Tech Business Book Summaries*. New York : Little Brown and Company, 2017, p. 23.

[4] GERBNER, G.: Cultivation analysis: An overview. In *Mass Communication and Society*, 1998, Vol. 1, No. 3-4, p. 176.

[5] DAVIS, J. A.: Status symbols and the measurement of status perception. In *Sociometry*, 1956, Vol. 19, No. 3, p. 154.

Ads do not sell anything else than mere hopes and dreams. Even if it were possible to get away from the commercial in the days of the one channel television, people still seem to be staring at the screen with the hope that they would be having similar lifestyles, objects, and activities as narrated in the ads. Roberts discusses the Great Gatsby (1974) as the American dream.[6] Wyatt mentions the producer Robert Evans spending $14,5 million for rentals in vain. Yet, his assembling a product tie-scheme valued at $6 million to create „a third level of awareness" for the film was a brilliant idea.[7] This example and similar others prove that real and physical mobility might be a bit expensive and tiresome due to the high costs of travel and education. But instead, implanting hopes and dreams, through the images and virtual mobility, costs even more. As for the last part, it also guarantees future habits, expenses, and consumptions.

2. Methodology

The paper discusses how the child image is used and affected by the concept of mobility. It also questions how the concepts of mobility are introduced in the form of automobile commercials. Thus, focusing on worldwide different car brands, this study aims to find out more about the presence and absence of child images in these ads and whether these presences were realistic representations or not. The study focuses on mobility types in the automobile ads regarding the concept of mobility, and how the child audience is expected to be mobilized through these images. As the main source of data, the commercials taking place on YouTube were given priority because they are easily accessible to children. These commercials provide an invaluable source to see how children are depicted in the family, society, and mobility contexts, how they are interrelated with the idealized world, how much they were used as the target audience, and how much they were related with the objects advertised.

As the clusters of the study, firstly, the most advertised automobile brands were aimed. Television programs have many ads in between the episodes. The main idea behind it was to find out how many different brands were targeting children who might be watching the serials with their family members. After tracking the sum number of the year´s length of the advertisements in the traditional and social media (Dec 2018 – Dec 2019), the famous brands of the world were pointed out as Peugeot, Audi, BMW, Volvo, Mercedes, and Porsche. These were the ones to be analyzed in their usage of the child image in their ads.

To find out more about children and automobiles, firstly, a group of 20 kids between the ages of 4-16 years was established as a focus group. From time to time their opinions were checked to find out their perceptions of the ads, or real-life experiences with automobiles. During the focus group discussions, it has been found that the kids know a lot about automobiles and brands, capable of discussing them with all their features and they are fully aware of their potential as a customer. It was interesting to find out that the literacy about automobiles was not related to the gender and education level of the kids or their parents; it was not related to the family income, their urban or rural origins, or automobile ownership. The focus group members seem to be decided on their future purchases since they are already motivated to buy a car of their own. Thus, the commercials to be used as the main data are decided with the help of the focus group´s decision-making processes.

The new media possibilities provide the youngsters to create their own opportunities and thus, they do not need to wait for the commercials to come to them, they search for them and find what they want. As the second part of the data collection, a sample group is established

[6] ROBERTS, M.: Scarface, the great Gatsby, and the American dream. In *Literature/Film Quarterly*, 2006, Vol. 34, No. 1, p. 71.

[7] WYATT, J.: *High Concept: Movies and Marketing In Hollywood*. Texas : University of Texas Press, 1994, p. 149.

out of 100 kids. Aged between 8-16, these children had a chance to practice their media literacy skills, through questioning the ads, associating themselves with a brand, and commenting on them. After their decision-making process is finalized, the data they have collected were taken as the main text to be analyzed. Mainly using the social media platforms, they agreed upon 50 YouTube ads to be analyzed. However, between 2015-2020, 40% of the analyzed ads just vanished and only 20 ads remain today. These texts were classified in different headings such as the Theme (general umbrella term), Topic, Text (regarding the age, level, interest, and language appropriacy), Thread (Inclusion of the non-textual elements requiring intertextuality) the proposed Task (what duties were attributed to the audience), Trends & Transfers (What tendencies were promoted, valued or compared and contrasted), Transition (What changes were foreseen), Thinking (Thinking processes and progress in thoughts), Tailoring (What kind of details), Taking Risks (What kind of Threats), Technology (Enrichment vs. traditional) and Transmedia (Mobility) effects.

3. Findings

The findings of the study could be discussed in two different clusters. One part mainly discusses how the kids express their opinions about the automobile ads, and the other part of the findings mainly dwell on the textual analysis of the automobile ads reflecting child images.

Chosen as the main methodology of this paper, the 12T´s approach was inspired by Stoller & Grabe´s Six-T´s Approach for Content-Based Instruction until 1997.[8] In this research, each T (Namely Theme, Topic, Text, Thread, Task, Transfers & Trends, Transition, Thinking, Tailoring, Taking Risks, Technology, Transmedia) refers to a category focusing on a different perspective regarding the quality, consistency, and coherence of the text. The main goal of this type of analysis is to reach conclusions regarding the structure, content, and function of the text. These T´s put forward how the social media narratives are shaped and what these clusters include.

The research is a complicated and long-termed process requiring deep questioning and analysis techniques for various purposes in two different focus groups of kids. Yet this paper is only limited to the findings and interpretation regarding the way the children were positioned in the automobile commercials in traditional and new media.

To develop a systematic approach to the data analysis, the advertisements were classified keeping in mind the 12T´s Approach as a valuable text analyzing toolbox. Thus, making deductions about the implementation and function of the narrated material were possible. Most of the messages were didactic and structured for a specific purpose rather than conveying unique ideas. Regarding the automobile ads as a part of a larger scenario, the texts are seen on a complimentary basis. Thus, certain repetitions in them, including the actions, wording, or scenario helped them to be put into a certain T box.

Classifying the automobile ads in certain clusters might be a bit difficult since these ads might include more than one T in their text, through direct and indirect references. However, regarding how much weight is allocated for each T regarding the automobile ads, it might be very important to state that whereas the theme, topic, text, task, trends, and transfers were at the same bottom level of minimum within the provided data, thinking, tailoring, taking risks make up an upper level. The percentage of involving different types of thread, transitions, and technology seems to be the highest level of them all emphasized almost in all automobile commercials. That means in most ads technology is emphasized.

[8] STOLLER, F. L., GRABE, W.: *A Six-T's approach to content-based instruction.* [online]. [2021-02-10]. Available at: <https://carla.umn.edu/cobaltt/modules/curriculum/stoller_grabe1997/6ts.pdf>.

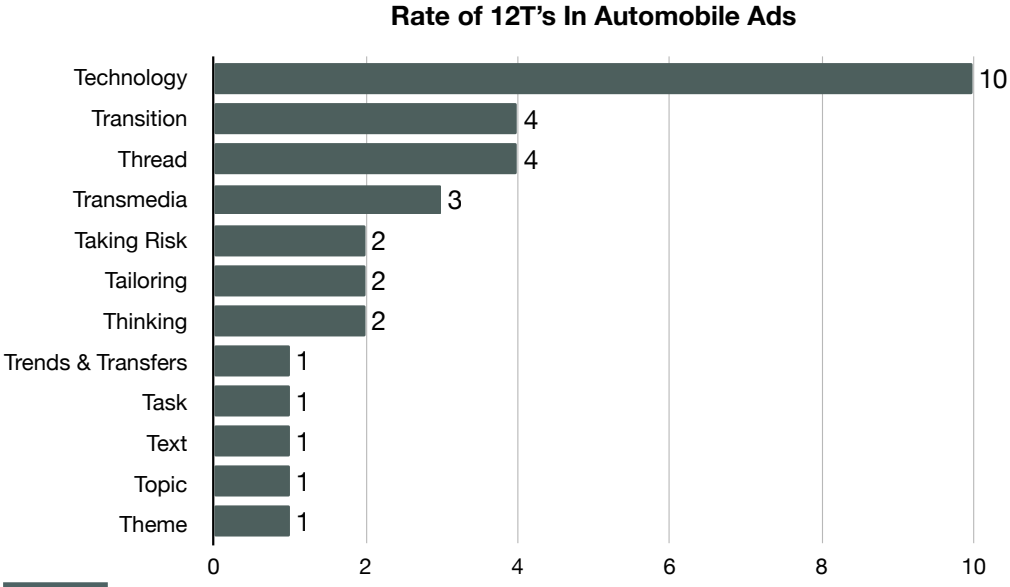


FIGURE 1: *Rate of 12T´s In Automobile Ads*

Source: own processing

The basic concept emphasized as the „theme" of the study, is the automobile. Even if it seems to be a general umbrella term for everyone, the meanings and values associated with the concept might be different. For most people, it is luxurious, expensive, and extraordinary and it´s more than the four wheels, doors, and steering wheels.

To some, it might be easy to reach, affordable and pleasant and for many others, it´s just a dream. The attributed meanings make it somewhat different than a usual and ordinary object. Some want to rent it some want to have it, some do not want to share it; to some, it´s just a pleasure of being in it for a few minutes. In Turkey, people tend to rent cars during their special days such as weddings and there are thousands of companies to provide such services as dressing up the bridal cars.

In *The Impacts of Neighborhoods on Intergenerational Mobility* Chetty and Hendren[9] found that commute time is „strongly correlated" with upward social mobility. This marks access to transportation as one of the first and most important obstacles to achieving upward social mobility. Urban sprawl has made our society auto-dependent and therefore disenfranchises people who do not have access to an automobile.

Cars are also associated with the families and when the father dies, for example, his car is not sold since it is a kind of family heirloom and the kids generally make use of it in turns. Or when it is broken, people spend more money than what a new one would cost to mend it because it has memories. The cars are so much appreciated that their drivers are called the man of the car, such as the Mercedes man, the Volvo woman, Porche kid, etc. Thus, the car becomes the identity itself so much that people cannot bear to be away from it and need to follow it through their GPS or GSM. To Khatri, the usage of the automobile tracking device both for individual and commercial purposes is increasing.[10]

[9] CHETTY, R., HENDREN, N.: The Impacts of Neighborhoods on Intergenerational Mobility I: Childhood exposure effects. In *The Quarterly Journal of Economics*, 2018, Vol. 133, No. 3, p. 1155-1156.

[10] KHATRI CHHETRI, J. R.: *Automobile tracking system using GPS and GSM.* [online]. [2021-02-10]. Available at: <https://www.theseus.fi/bitstream/handle/10024/340689/KhatriChhetri_Jaya.pdf?sequence=2>.

Due to the competitive nature of the market, automobile ads do not mainly concentrate on theme development through ads. Instead, they would like to nominate the winning qualities of their products and they put it into a narrative. A Mercedes advertisement[11] seems to be speechless focusing only on the actions throughout two minutes. These could be defined as actions that bring perfection to the lives of beloved ones. Among them stands a child, feeling a bit queer and guilty for bringing the toy rabbit to a tailor to be mended on its ear. None of the actions is related to automobiles. The advertisement has more priority on perfection. That is why the ads are classified under the ***„theme“*** heading.

1	Theme	General Umbrella Term	Automobile
2	Topic	The main idea	Mobility
3	Text	Age, Level, Interest, Language	Children included
4	Thread	What other factors	Economy, class, education, adventure, pets
5	Task	What duties	Escape, involvement
6	Trends & Transfers	What tendencies	Humour, intelligence, yearn, speed, creativity
7	Transition	What changes	Upgrading, identification, class distinction, future predictions
8	Thinking	Process – Progress	Future orientation, causalities and uniqueness
9	Tailoring	What kind of details	Speed, imagination, colour, family ties, humour
10	Taking Risks	What kind of Threats	Disappointment, accidents
11	Technology	Enrichment	Followers of technology
12	Transmedia	Mobility	Mobility, obsessed, motivated, able, focused

FIGURE 2: *The findings of 12T´s approach regarding the analysis of automobile commercials with the child image*
Source: own prtocessing

When it comes to ***„topic“*** in-text studies, many different issues could be brought up for discussion. For example, within the framework of the „Friendship“ concept, different topics such as the friendship of a child and a dog, the friendship of a white and a black person can be expressed and analyzed. Thus, regarding the „topic“, the main idea behind the automobile commercials seems to be the mobility concept. Even if mobility is somewhat desired and expected, the automobile needs to be where it is required. But usually, people tend to develop some habits such as parking in the same spot, using the same paths, driving through similar routes (between home and work, visiting parents, taking kids to school, etc.). The changes of the habits or patterns, for example, changing the path or changing the car, etc., are not welcomed easily. It is not a kind of rule but starting from childhood, people develop tendencies to make up their own patterns and follow them for a lifetime. That means, liking a certain automobile brand is like just becoming a fan of a football club that you cannot quit easily. Even if you are aware of the fact that the players are out of a train or they have not been able to beat their rivals for the last five years, you never give up on them and keep on supporting your team.

The children and their purposefully designed images are just the ***„texts“*** of the automobile commercials. The scenarios involve them, the images perform their roles but the impact on the audience is a never-ending one. Each commercial involves a made-up text, a scenario, having partitions of audio, video, and symbolic field codes. Whereas different ads belonging to a specific brand might be assumed to be making up a larger text, different brands might also contribute to a larger text of automobiles and mobility. What is meant by the „text“ analysis in this respect involves the deciphering of codes and actions as Barthes mentioned.

[11] *Mercedes Benz Service Close to your Heart Commercial*. [online]. [2021-02-10]. Available at: <https://www.youtube.com/watch?v=bzxiM8oxI8I>.

As far as fiction is concerned, each verbal, visual or literary text reflects codes and aspects. The analyzed text might be so close to reality itself, or it might be a kind of adaptation of another culture, language, or value system. It might have psychological, social, economic, or cultural codes, depending on the units involved and their overall importance. Thus, apart from the simple analysis of forms and structure, a deeper semiotic and discourse analysis is required. There will always be the need to find out the symbolic field codes through the representation analysis and the way the audience de-coded the message through the impact analysis. Each level of textual analysis would require different tools to decipher the meaning.

The automobile ads as „texts" involving child images might require different types of analysis. For example, researches questioning the values and meanings attributed to childhood or the way the child concept is associated with automobiles might yield interesting outcomes. Whereas the child image is attached more and more importance in the modern world, and the social values attributed to the child, how childhood images got more importance is a bit related to the marketing dynamics. Even if living standards increase and the production systems get better and even cheaper, children got less benefit of it. As the countries in Europe have lower population increase rates, the children in the average families got better standards at home, at school and in all over the society. As a consequence, most of the children have better opportunities, better roles, and a higher status within the family and society, but on the other hand, mainly they lack the care and time the earlier generations had just a few decades ago. Even if the parents could manage to perform their roles of housekeeping in around 15 minutes for doing the dishes or washing the clothes or cleaning home, they get less skillful in parenting or sharing the dreams of their children.

Also, all the automobile ads could be classified as the ones focusing on the main idea as mobility. In a Volvo ad, for example, the automobile is presented not only as a car but also as a shelter, a space of security, including family, children, and pets. Due to the privacy rule principles and codes of media, the faces and voices of the kids should be limited, and using the child image requires obeying the many different rules. That´s why in most of the commercials the ***„texts"*** the children are depicted they are in the form of silhouettes, or the camera touches them as the ones playing in far distances, etc. In this Volvo commercial too, even if the kids faces are not shown clearly, they seem to be in their teens; that means they are old enough to appreciate the value of the things they have, such as mobility or luxury. Just like in many other ads, having two kids, a boy, and a girl, the family reflects the ideal perfectness and balance. Yet, there seems to be inequality on the side of the females regarding the number of men and women regarding the ***„whole text"*** of the ads.

Analyzing a sample of 1,337 prime time commercials from 3 major networks (ABC; CBS and NBC), Ganahl et al. found out that even if women make most purchases of goods and services, they are still underrepresented as primary characters during most prime time commercials except for health and beauty products. However, in automobile commercials, most of the drivers are women and they seem to be the leading ones. Even if they still have traditional stereotypes of women, their able status is associated with the power of the brand. According to the analysis results of the study, gender inequality in automobile advertisements appears to be lessened, regarding the ratio of man and woman sitting in the driver´s seat. Other details such as the texture of a passerby or city and pets also count for the desirability of the car. For example, in this commercial, a healthy Dalmatian runs to reflect the richness and harmony of the family. It is also the symbol of their love and care for the kids.

Considering the whole „text" of automobile commercials, it might be easier to put forth that the kids in the commercials are never positioned as the customers or ultimate users but the coincidental passer-byes. However, the embedded and rather cultivated message is that they are there just because of being the potential future users. Furthermore, in such ads, children are mainly stereotyped. Even if the samples provide examples from different races and age groups, as well as all segments of society, a higher proportion of the ads mostly dwell on white and blonde ones depicted in well-off families.

Cars, their quality, performance, features, and capacity are always among the interests of children, specifically when they are brand new. Even if not the real ones, the toy versions might also be enough to set the agenda as long as they are accessible to children to use, touch and feel. Yet, the hyper-reality created in the commercials seems to be the main impact of media on society as if all automobiles are accessible to children. Apart from the reflections of having dignity, comfort, and self-confidence, the children in the ads are highly intelligent, creative, and perform adult-like behaviors.

In most cases, the ***„thread"*** is the message embedded in the text, making use of the other collaborative units, referencing the possible corpus in an intrinsic way. The commercials point out social messages, references to the cultural, political or economic levels, classes, history, making use of in-text and non-textual references as well as intertextual transitions. Handling the theme as automobile and topic as mobility, what other concepts and issues could be embedded in the text? Thus, a kind of stratificational structure could be established to provide messages for each different audience type. It might also be used as a part of an integrated marketing communication strategy. For example, regarding the *„threads"* involved within the automobile ads, Star Wars Volkswagen is a good example of providing us a supporting family, with little stirs. Accompanied with the Star Wars theme and costume, probably a boy is trying to test his power on different objects and his experiences fail up to the moment of meeting his father´s car suddenly starting to work as if he could make it with his magic. The ads present a good example of understanding the psychological needs of the child and providing opportunities for the kids to develop.

The humor factor in the ads is another effective ***„thread"*** factor associating many other concepts and meanings. For example, in Michael Schumacher and Nico Rosberg´s „Decision" commercial a couple is expected to have a very difficult decision on their way to the hospital to give birth to a baby. Rather than the brand of the car, the other information outside the main text is put forward to be more important. The car ads usually make use of cataphoric references, revealing facts at the end of the ads, yet some others are using anaphoric references as well. This commercial seems to be a unique one using an exophoric reference in the text. Here the baby is not seen but the child factor is still there and „decision making" is been associated with the concepts like being secure, being fast, being successful, etc.

Regarding the ***„trends and transfers"***, the calm and balanced personality reflected just like in the ads is becoming fashionable. For example, a Mercedes commercial brings up the inner child of a new customer speaking on behalf of him. Even if it is a bit blurred whether the image reflected is his son or if this is a dream of his own childhood, the commercial invites the adults into a dreamy world, to get away from the reality to the child inside, accepting its (childish) freedom, innocence, and creativity as well as readiness for discoveries. In this text the car is just like a bridge between the self and the outer world, helping the individual to find out more about the self and the ways of reflecting it. The Volvo S90 commercial could be analyzed as a ***„text"*** depicting a family in real life and in the ads. Yet it could also be analyzed regarding the info it reflects as the modernization of the family with its ***„trends and transfers."*** The commercial claims that they make cars with a different mindset. The driver, probably the father is passing through the beautiful French views while the boy with the pair of glasses is sitting at the back and observing the beauty. Later, the camera shows us the mother in the front row right beside the drivers´ seat and lastly, the little girl at the back. In this commercial, the family members seem to be so detached from each other, reflecting and specifying that they have enough space and privacy in their wide-enough car. However, they smile in dignity as a perfect and happy family traveling together.

Regarding the ***„transition"*** point of view in commercials, sometimes these are performed in the form of words and actions or sometimes it´s just the presence of a child delivering the message. For example, in its Exobaby ads, Hyundai prepares the kids for a complex, transparent future of digital literacy and the virtual world. The kid is just in the form of a design, most probably a boy yet, the race and other details were not provided.

One other advertisement including ***„transition“*** in its structure does not struggle to convince the customers to *„buy“* the product by using persuasive language. It is another Volvo commercial in which we see the early hours of the city and experience the texture of different families having different lifestyles. The implication here is that it´s the brand bringing them together and covering all the different values, beliefs, languages, and races. Each one uses different vehicles ranging from bicycle to tram, from boat to private car to reach their work. The working place appears to be the automobile factory they all work for. In these series of ads, the children are just the passive elements of the story as family members. The commercial provides scenes when children are taken to school, carried, prepared for the day, transported to the school, etc.

Most of the commercials associate the privilege of the car with a unique relationship. For example, in the series of Audi ads „My dad´s an alien“, the little girl narrates her own life, providing clues, and expressing her feelings to define the automobile as a spaceship and portraying her father as an alien. Here we may talk about the transition of an adult-like expression of the child in automobile ads. The transition of the father figure into an „alien“ not only implies the gender differences but also the intergenerational ones. The transition of the automobile into a spaceship could also imply promising smart automobiles. The wording of the text reflecting the child´s perspective would also grasp the attention of the children audiences to become customers. Thus the ads seem to be defining the concept of the automobile through children´s perspective and providing associations with the concepts such as shelter, bridge, compassion, or spaceship. So, defining and re-defining, re-positioning the automobile would be the ***„task“*** of the viewer as much as the advertiser.

Unveiling the ***„task“*** of these commercials, it´s important to understand the dynamics of the societies to decipher who is assigning the duty, and who is taking the task. Mainly, social media users tend to perform their main task to warn others in society or to become more media literate and conscious consumers. When the text is formed involving several main and sub-texts, the receivers have it as a message inviting them into a challenge. This means that the text is deployed to the target audience, making use of a certain media in a certain way. The message, thus, positions the audience to a certain point to deliver the message, to maintain its continuity, or to make the receivers perform certain actions. Perhaps the text with its routes, pre-determined forms, language, structure, visibility, accessibility, and informativity might require to be interpreted from a certain perspective. Sometimes it possible for the same text to reach differentiated audiences to be interpreted in different ways. Reaching the target, the message uploads the audiences with different tasks. Even if the message is the same for all different clusters, performing the task would be requiring different dynamics for each different body. For example, everyone watches the same commercial but not everyone buys the car.

One other thing to be mentioned about the automobile commercials is that the automobiles are positioned as actors in most of them. This type of positioning puts the drivers in a secondary position just fulfilling the actions of the automobiles. For example, in many ads, we see the cars driving through romantic paths, accompanied with great nature views, etc. as if the cars are taking the men to rescue, etc. Rojec & Urry state that *„It is becoming ever clearer that while people tour cultures, cultures and objects themselves are in a constant state of migration.“* The nomadic nature of men seems to be getting its motivation from the automobile. In most of the ads, the automobiles are shown as they are leading to lonely paths in the forests, lakeside, or mountains. The scenes resonate with the idea of escape from the big cities, crazy crowds, and finding the free self in nature again. This could also be regarded as the ***„transition“*** of humanity, facing a slow and dignified but more meaningful future.

Even if the ***„transitions“*** concentrate more on the things changing such as upgrading, identification, class distinction, or future predictions, the ***„thinking“*** cluster concentrates more on the process and progress. Social media has a reversing structure that changes the top-down informational sequence. Thus, the cluster of ***„thinking“*** might involve the others in the society, the elders, children, or the unable ones requiring some kind of guidance. In its *„dog-tested“* ads,

Subaru does not give direct messages to kids to convince them to become future customers. Yet, the kids are highly affected due to the cute animals, even if the content sounds a bit more adult. In another Subaru commercial, unlike the usual families denying their cars to their children, the father, providing confidence prepares her daughter as a future driver assuming that she´ll have a car in future. That might be assumed another ***„task“*** to be taken from the commercials to be carried out by the parents. The ads aim to train and convince the parents to be calm, understanding parents to give a hand to their children“s future prospects. On the other hand, both examples could be interpreted as examples of ***„thinking“*** since the concepts of *„driving dogs“* make the kids think. The calm, controlled and future-oriented positioning of the father is also very valuable for the kids.

Sometimes the ads exaggerate the luxury and beauty of the car and maximize the benefits. Yet, sometimes the minimal details are emphasized. This seems to be a kind of duel between the ordinary and extraordinary. The concept of ***„thinking“*** could be unpacked from the actions and underlying factors only within the given text. In this respect, one of the ads could be mentioned in which two women within their cars come side by side, waiting for the lights to turn green. One of them seems to be having a fairy look with all the make-up and elegance. However, the other one seems to be just an ordinary beauty, the mom of the girls sitting at the back. The narrative makes us feel the difference between working women and moms. The mom, imitating the chick lady, looks at the mirror to check her face like her. But, she suddenly poses with the squint eyes in a crooked way as to make the two daughters laugh at her. Here comes the child factor with the humor effect. The part of thinking on the issue, comparing and contrasting the two women is left to the audience.

The actions, language, or cultural differences could be tailored into the new identities of the society. ***„Tailoring“*** in this sense, seems to be very easy since the concept of the automobile is possible to be tailored into any other discipline or aspect. However, this seems to be somewhat contradictory when it comes to the play and psychology. According to Stockmann and Graf all the toys especially Lego are having an impact on children leading them to automobiles. As in the building sets (Lego 2015), the city depicted in the commercial contains several references to car-based transport in several ways: the cars themselves, a car dealership, car tires, and something that resembles a podium for a car or motorcycle race. To them in Lego commercials, the Lego series and movies, cars, and/or their drivers are portrayed as heroes. The logic and necessities for this experience, as well as the connected social „good“, are not questioned. Similarly, „The uncrushable Toy Cars“ ads of Mercedes-Benz original portray many different boys and girls playing with the toy cars. The association of toys and their fragile nature compared to real automobiles is very interesting. The fugitive nature of humanity, to break the rules (toys) and not being able to manage it when it comes to Mercedes, cultivate the concepts of security and quality. In most ads, the automobile is associated with freedom, comfort, activity, and adventure. In those, the kids are just a part of the family, seated in the back row, observing the beauties that the automobile allows and exposes them. So, it´s not a direct appreciation of the automobile itself but what it bridges between the self and life.The harmony of the family is tailored and reflected in most of the ads having one, two, or more (up to six) kids, enjoying the adventure. The automobile is not only somewhat a solo thing, but also the joy of being together.

Regarding the ***„Taking Risks“*** aspect, some of the advertisements are classified as improper due to the actions or messages involved and thus some of them were either abolished due to the change of the YouTuber´s account or claimed to be unethical. The competition among the car manufacturers is a crucial one involving much fake news as well. 1,60% of the whole fake news seems to be about the automotive market.One other point regarding the ***„Taking Risks“*** aspect is that even if auto theft is a very common act all over the world, none of the commercials mention it directly. However, the related commercials focus on the car prevention systems, alarms, or compensations through insurance. There also occur, follow-up systems provided by GSM or GSP. All these are the realities of life never mentioned in any of the ads since these are considered to be related to the side sectors.

Perhaps more importantly, the commercials themselves might even cause some problematic situations such as conflict of interests, unethical broadcasting or unfair competition, etc. Some are banned in traditional broadcasting systems. Even if it is banned in one channel, it is possible to make quick changes and continue broadcasting different versions of the commercial, on other traditional channels, or on social media. Yet, if they involve kids in them like the Mercedes one, it is still questionable. The ad shows the automobile fair visited by several customers, happily walking around the old, antique, and sports cars, reminding the good old days of the past. These cars and the visitors have nothing to do with speed limits, etc. Yet, within the parallel story, the audience is exposed to a speedy car forcing its limits, hurrying to the fair hall at the end, crushing a glass wall (traditionalism/past), and taking its place as the latest version of its type. In this text, the kids are depicted as the interested adult-like visitors of the fair, just admiring the old cars with their lollipops in the hand. According to the media law, ads do not provide examples of speed or rush, breaking the traffic rules, etc.

Although there are so many risks in driving, when the reflections of the kids were questioned, the findings prove that a car is as comfortable as home to them and they state that they feel peace and freedom in it. Yet, most of the kids (90%) know the risk of having an accident. However, fewer are aware of the potential dangers of a possible accident (54%). And even lesser (25%) are capable of behaving appropriately in an accident case. Regarding a kind of media literacy and rising awareness attempt, the videos of Transport Accident Commission Victoria, help the kids and parents to be cautious. It provides the message emphasizing that „children learn more from your behavior than you may realize." The commercial of 90 seconds is enough to exemplify to show that how you drive might have a great impact on children aged 5-12 years. The message reveals the fact that parental behaviors determine the type of drivers they will become in the future. Not only to sell the goods and products but also to provide some basic media literacy skills, certain brands seem to be giving extra attention to child safety and most of the scenarios are built upon that. Yet, Francis argues that National Highway Traffic Safety Administration reports that young children are in more danger of being backed over by a car than being hit by traffic.

According to McGwin et al. seatbelt use was depicted in 62% and 86% of individuals in television programs and commercial automobile scenes, respectively. The prevalence of motorcycle helmet use was 47% in television programs and 100% in commercials. Bicycle helmets were used in 9% of television programs and 84% of commercials. The frequency of seatbelt use in programs and commercials varied by television rating and genre but did not differ by the network, time of airing or the age of the character portrayed.

Some of the commercials make use of unfair competitive strategies and thus are panelized or uncredited. Perhaps this could be the factor to help to explain why out of 50 car ads in YouTube suddenly falls into 20 only, decreasing 40% in two years time. These ads never find a place in television channels or traditional media, appear all of a sudden, and vanish at the same speed. So, putting them into social media might also be considered as a way of ***„taking risks".*** One of the Audi commercials puts it into an open competition having prejudices regarding the motives of buying a car. So the commercial emphasizes the brand as breaking the spell. This spell thing sounds well with the concept of automobiles because no one has the perfect and scientific tools to prove why his/her choice of automobiles seems to be better than the other ones. The unreasonable reasons seem to be interpreted as the spellbound people having their hearts into a certain automobile brand.

Whereas the ***„technology"*** is emphasized in almost all automobile commercials, the ***„transmedia"*** aspect is also very important due to the specific attributions to the concept of the automobile. The commercials themselves have a transmedia quality positioning themselves between the target audience and the product. Due to the complexity of the developing technology, in-text, and out-of-text references aim to balance between the new and old information. Due to both the slippery nature of the texts and the intricate characteristics of social media, the message

may be transferred from one media to another. Sometimes it is possible to follow the rest of the story through another media, another platform, or another perspective. That might bring a different flow or surf-like experience on the side of the audience, yet, it is difficult to know how much of the text is known to the viewer and which part is new. The quality of the transitivity turns to be a kind of slippery feature causing a patchwork rather than the systematized and chronological flow of information. Thus, the audience acquiring the story in a puzzle-like atmosphere, in complementary distribution, the old message is compatible with the new one. Sometimes this slippery feature of the message might cause the content and functions of the text to be blurred. In such cases, they might remember the qualities and even the price of the product but not the brand or vice versa. And sometimes, having a certain, motivated group in the audience, with high and effective media literacy skills, it might even be possible to create niche audiences each focused on a different media environment. However, the slippery nature of the texts might not allow all texts to be seen together in the same pot but rather in a scattered way. Thus, just like the commercials, the texts occur from time to time but never in a linear order. It is obvious that all these text messages have different messages presented in different layers of different cultural clusters.

The interesting point is that poor or rich, educated or uneducated, all children expect to have a car someday. In other words, even if they are fully aware that those cars are not accessible or affordable for them, they merely dream of it. This mainly causes „Hybridization & Cultural Hybrids“ as well as „Pidginization“ of the language and values. In so many different newspapers or TV programs, you may come across people buying old cars and spending less than you can imagine to renew them, to make their cars priceless in the end. In such success stories, no brand is mentioned, the individuals just makeup or create their cars to reach their dreams. Mostly the news emphasizes that the owners never give up their work of art even if they are offered high prices. In the USA for example, there stands a garage in almost all houses having a broken car waiting to be mended miraculously.

However, just a few kids (3%) were willing to design their automobiles, and the rest would be happy with the possible choices they could purchase. Yet, most of them (95%) highly agreed to have somewhat extraordinary qualities for their future cars such as flying, swimming, and changing colors. Even if the idea of having autonomous cars is very exciting, most of the kids (87%) still would like to be able to drive their cars. It´s just like creating your avatar. In *„hyper-reality,“* a virtual world is created in digital games, where young people transform themselves into avatars. Whereas American children are occupied with electronic media 5,5 hours a day, Turkish ones are not that much keen on it. However, this kind of cultivation and „media literacy“ through the games and videos make it possible for them to believe that they could easily reach an automobile or even mend a broken one. The car heroes of the cinema films such as Herby, Kit, or Bumblebee also had an important role in this hyper-reality. And 90% of the sample group children state that if they´ll get a car, it should be a brand new one and they are not keen on buying second-hand cars. Especially the females tend to have greater expectations such as automatic transmission systems or parking facilities as well as IoT applications. Thus, automobiles become more like companions rather than being just a vehicle for most of the drivers.

What children expect from commercials is mainly what they see in real life. In a way, the children´s tendencies seem to be consistent with the general market. According to the findings of the TEB Cetelem Observatory 2015 report, involving 14 countries and Turkey, the car parks are full of old cars in Turkey, which means no one wants to buy old cars. 37% of the automobiles are vehicles over the age of 16 and 26% of them are above the age of 20. Although steps have been taken regarding scrap incentive programs, the results seem to be insufficient. Whereas 620,937 second-hand automobiles were sold in 2018, this number decreased to 479,060 in 2019 and increased a bit during 2020 due to the pandemic. Except for China and Japan, in most countries the brand new automobiles do not sell more than the second-hand ones, thus, the used car market seems much more active than the brand new ones.

One other interesting consistency between the children´s decisions and the general social tendency is that the car owners feel „someone special". 95% of the sample group children narrate their feelings of having a car as of confidence, luxury, well off, and having a higher status in the society. By 2019, there seem to be only 170 cars per 1000 people in Turkey. Thus, rather than being an object of individual use as the symbol of escape and freedom, aesthetics, and pleasure-oriented expeditions in some other countries, the automobile is still a family member in countries like Turkey. That´s why the choices would be depending upon who is going to make use of the product. In general, the world automobile market is dominated by sedans and hatchback chassis. The rulers of the world automobile market, Sedan and Hatchback seem to be the ruling ones in Turkey as well and make up 80% of automobile sales. The children have a choice for these two as well. The distinction here seems to be the gender since the girls tend to prefer hatchback automobiles (65%) more than the boys (40%). This might be interpreted as the tendency of speedy driving on the side of the boys.

Even if the real customers of the automobile market seem to be preferring diesel and hybrid ones nowadays, it is interesting to figure out that the kids in the sample group do not have enough awareness of the difference between. According to the data Turkey Statistical Institute (TSI) provided, the most preferred type of fuel in automobiles in Turkey in 2018, was 37,87% LPG. The fuel type of the other cars was recorded as 36,85% diesel, while the number of gasoline-powered cars was 24,92% only. However, the kids do not care much about the fuel type but the speed as if they have an endless power of energy.

The image of an automobile is a complex one for the child. Most of the children do not remember when they first get into a car or they do not have specific feelings and memories regarding automobiles. Just 3% of the sample group children state a great enthusiasm for cars and 12% of them state that they would like to buy one as soon as possible. 15% of the kids state that they would love to have an automobile at some point in life. 10% of the kids do not have any hope to have a car. However, in general, 80% of the sample group of children estimate to buy a car in five years on average. In general, the youngsters attempt to buy their first car as soon as they have a job, finish university, or reach the age of having a driving license. These three possibilities are also supported by the bank credits, etc. Depending upon the data provided by TEB Cetelem Observatory 2015 report a person in Germany can buy a Volkswagen Golf or equivalent car with 6 months´ income. In some countries in Europe, it may go up to 6,5 months whereas in China it is 5,2 years, and in Turkey, it takes 2,3 years for someone to afford a car. And this is another point that children´s instincts and choices have consistency with the real market values. Thus, the advertisers´ main aim of placing children in their ads might be to convince them to buy a certain brand as soon as they are capable of buying one.

The time-lapse between the first encounter and the purchasing decision might be too long for a child as it is stated in one of the Porsche commercials. Sitting in his row at school, the boy sees a Porsche passing by and draws a picture of it. After school, driving his bicycle, the boy visits a Porsche agent and after daring to sit in the driver´s seat that he was dreaming of, kindly asks for the business card of the dealer. He says he plans to visit the dealer in two decades´ time as he rides back home on his bicycle. Thus, the „dedication" and „transition" in the eye of the child are reflected in the ads.

„This is the first generation born with a mouse in their hands and a computer screen as their window to the world…" states Lindstrom and buying cars for kids is just a child´s play. That means, their literacy level of evaluating the facts in society and their capacity of fulfilling their dreams do not match with each other. However, it might be difficult to blame the kids since the cultivation for the future generation seems to be responsible for this illusion, creating a new world of utopia for them.

With the focus group studies, it´s been figured out that the children are knowledgeable regarding the traffic rules. The sample group of kids seems to be highly knowledgeable about cars, rules (they even know how to swear when something goes wrong). Even if not through the advertisements, these are also cultivated through their real-life experiences.

Regarding the colors of the automobiles, even if nothing specific is attributed to the colors in the advertisements, the data proves that the kids generally prefer three colors: Red, black and white. Interestingly, white is also the color preferred by most drivers. In 2018, 56,6% of the 310 thousand and 964 cars registered to the traffic were white vehicles in Turkey.

The other concepts associated with the children and cars in the advertisements are ranging from food, family, and friends, to traveling to other countries, picnics, and car races. Most of the boys are dreaming to have transforming cars. Some girls ask to have an extra place or caravans for their clothes, toys, friends, and parents, yet, the boys only care for their own space as a driver. Some of the kids want to have full isolation while they are driving. Thus, they call the driver seat the control cabin, cockpit, or flight deck and attribute the value of self-dignity, loneliness, and freedom to their future automobile. They state that they would like to have a glass or frosted glass between the other passengers and the driver´s seat. Most of the kids would like to travel alone (87%) some others would like to have accompanying family members (15%) and friends (22%) from time to time. Most of the boys would like to travel alone (67%) and some (6%) would prefer to stroll around with their gangs, racing to defeat one another.

4. Discussion and Conclusion

Watching all these commercials, voluntarily, the kids become conscious and conscientious purchasers of the products let it be in the form of toys, accessories, or real automobiles of the future. They know what they want, they know how far they could go. Psychologically, they are ready to feel like „a member of the club," since they need to feel that they become a part of something, some kind of society, and this sense of belonging to a certain group, motivate them to buy whatever they are introduced in the commercials. Although people found out many other ways of spending free time and making use of their spare time, watching television is still popular and respectable in any society, and strolling around social media and internet surfing are even more respectable. Finding an interesting YouTube video and sharing it adds to the popularity of the youngsters. The values associated with the watching activity could be summed up as wealth/power or well-being, social/respectable status, education/or being skillful and communicative. The child seeing his representation in the media is easily influenced to act similarly. The subconscious behaviors at the beginning turn to be the lifestyle and made decisions up to the level of consumer loyalty in time. Most of the research in the field of children and communication concentrates on the way children are depicted in television serials or television commercials. However, the children are not much asked what they think of it or how their perception might affect their future decisions.

In this sense, each new commercial is a trial to establish a new little camp in the society. In this part of the given society, the values and the actions have a different code, and the ones watching this piece of virtual reality, specifically, children, share all these values. Thus, the made-up one, the created culture, or the culture of exception in the commercial film turns into reality throughout the time. This may be seen as a kind of flow. The idea of flow is welcomed by some social theorists. For instance, drawing on Mol & Law´s work, John Urry argues that *„much of what happens in a „society" is influenced by flows or fluids."*

Another sociologist, Rob Shields, summarizes the characteristics of social flows as follows: they are spatial, temporal, and, above all, „beyond merely being processes," that is, having a content, they are just materials, or, as Deleuze and Guattari paraphrase it, a flow is „material in movement". In this respect all said is somehow related with the concept of mobility and automobile as well as decision making. Deleuze stresses the seemingly separate world of reality and representation world would coalesce.

Deleuze and Guattari also claim that such actions like mobility have rhythms, intensity, and tempo, and move according to certain frequencies such as weekly, daily, every five seconds, etc. Here it should be discussed that why is everyone driving in the ads drives into the woods, in the mountains, or by the seaside or lakeside? Is this a kind of escape from the bigger cities and hectic lifestyle into a more humble and natural one? With the automobile, at least for a weekend, people would like to experience a different rhythm, a denser intensity, and perhaps a slower tempo of life.

They also seem to be having intentional, vectorial directions, but not origins or end-points, causes or purposes, or a transcendental direction. Thus they are relational, without being positional in the structuralist sense; they have viscosity, like ice-flows, and can move at different speeds and in different shapes. The cars seem to be flowing from one side of the screen to the other side, from left to right, or vice versa. We see them in action but they do not stem from any certain kind of reality or reason. They are there and just stand there, to convince us up to the moment of decision making and purchase.

To these qualities, Urry adds new forms of social inequalities proliferate; flows signal new opportunities, new desires, and at the same time new risks. Having this brand or another one is reflected as a kind of inequality throughout the ads. Yet in fact, the images of children used in adult-related commercials such as banks, automobiles, communication technologies, etc. create inequalities as well. However regarding the level of affording, it´s been claimed that most the children are beyond the level of mere simple daily purchases yet, most of them could afford things only adults can. Pecora claims that in 2000 the children´s pocket money reaching up to a sum of 155 billion dollars has also a rather different way of spending it because the children now are facing the media and they also have a media shaped life. The more money the children have, the more possibilities of mobility occur on the side of the child.

Roberts and Foerh state that, according to the 2001 data, 67% of the schooling children have access to the internet at home; 15-17 years youth have 83%. It is interesting to note that the media availability of the children is not affected by the criteria such as economic income, social status, being white or black or Hispanic, etc. Only, in some cities, the lower-income groups have less media availability overall in home-access, yet, they are still available and accessible to children.

Automobiles seem to be just one way of mobility yet with the IoT possibilities, life is becoming much more smart and mobile. Rahim et al., mention the evolution of IoT and applications in the automotive industry as a *„next step reality."*

Those stories would certainly have an impact on the viewers as being the pieces of the same big puzzle or different puzzles to shape the non-existing world of the individual to lead him/her to build a „better" self and a more pleasant world. Once the perception is achieved there would certainly be connotations and denotations related to it. Thus, the stories are never left behind, but rather added to each other and accommodated just like the 1001 Tales carried through a lifetime to be revised, implemented, reshaped, and remembered. The industry-oriented commercials use the human brain in the most effective way. First, television messages are classified in the form of images. Millions of nerve cells (neurons) receive and transmit messages even automatically. Once they have a large number of synapses that connect them mutually to complex circuits, they can carry billions of messages of similar types. One nerve cell can have thousands of synaptic connections which form the neural circuits in which some nerve cells can function in various circuits. Thus seeing the advertisement only twice a child could remember it for a lifetime.

That means every film, and every bit of the film (scenes, colors, characters, music, feelings, moral, etc.), would build a different layer in the world of the child. As Baudrillard pointed out, consumption is not a passive activity but a system of producing sign-values. The conflict between the purchasing or not is somewhat a good example to see how the habits and traditions are re-formulated in these newly created cultures and societies. Thus each commercial creates

a motivation for the individual and the mass audience to watch for another. Considering the Consumer Motivation Process, motivation refers to the underlying drives that contribute to our purchasing actions. These drives stem from the conscious or unconscious goal of satisfying our needs and desires.

Needs are the basic, often instinctive, human forces that motivate us to do something. Sometimes, the needs are just made up of „*needs*" that we learn throughout our lifetime, specifically during childhood practicing the behavior patterns observed around us. The commercials are in a way putting the world in the orbit of a rather „emotional" perspective rather than putting it into the „power" based position. Similarly, the world we live in, or the world of the future either is reflected optimistically, in which everything is drawn as enjoyable, positive, mature, and respectful, or it is reflected rather pessimistically, in which there would be no place for beauty, goodness, or the individual values, yet everything is beastly bad, cruel and ugly. Watching commercials means a journey to some unknown place, culture, and identity or rather a world of fantasy where the individuals are as mobile as they could imagine.

The findings of the visual analysis, content analysis, and discourse analysis of this study prove that especially the car ads containing children images tend to appear more important than the car itself.

The findings indicate that car ads containing children´s images tend to take precedence. In the ads, the concept of family is portrayed and associated with happiness, comfort, freedom, and trust, etc. While the samples provide examples from all segments of society, representations of white and blond kids in well-off families are more frequent. A childish purity and sensitivity are exhibited and emphasized in the context of car ads: their quality, performance, features, and capacity are always within the limits of the interests of children. If not real cars, the toy versions are enough to set the agenda as long as they are accessible to children to use, touch, and feel.

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