

Child Soldier Advertisement Analysis

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Image Breakdown

- Who: Child Soldier
- What: children being used for violence
- When: Now; right as we are giving this presentation
- Where: Right where the advertisement is placed.
- Why: Create a sense of urgency to the issue
- Not a child actor and clever photography
 - Top right image is the actual photo of the child soldier that was used for photoshop
- The background behind the child is exactly what is on the other side of this phone booth
 - This creates the illusion that the child soldier is actually behind the phone booth
- The caption is placed at the top to not draw your attention immediately, but is also large enough to help you realize this is an advertisement
- Objective: Create a sense of urgency with people that do not see this on a daily basis

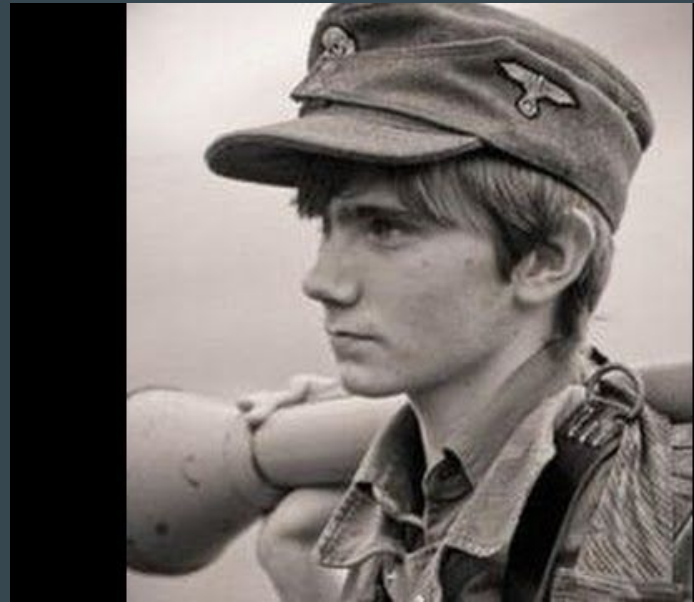


Countries that have used child soldiers

- Child soldiers have been used in most of the Middle East, Africa and Colombia in 2017.
- Most are in war torn, third world countries that are swarming with anarchy & chaos
- Many are used as spies, and suicide bombers within terrorists groups including ISIS and Al-Qaeda.
- In countries like Colombia, South Sudan, Somalia, Yemen, and Chad they are used with rebel groups fighting against their country's military. With most of the children ending up dead.
- More countries including India, Thailand, Dominican Republic of Congo, and the Philippines are also all known to have used children in combat.

History and its children

- ❖ In World War II, the Nazi party recruited children for the Gestapo and as SS soldiers.
- ❖ During the Revolutionary war, teenagers would sign up and fight, some lying about their age others not.
- ❖ During the middle ages, the ottoman empire would draft children as young as eight years old and would enslave them as the future soldiers and train them.



Ethos, Pathos and Logos

Ethos: The audiences that would be viewing this ad would see it as shocking if they're not accustomed to the cultures of other countries. But from the audience's view we wonder how this is ethically right, therefore it appeals to our sense of ethics. Coming from Amnesty International which advocate for human rights we can see how the two connect.

Pathos: people feel safe in their home countries when they don't have to see this. Just thinking of the possibility of you, your sibling or child being a soldier is terrifying.

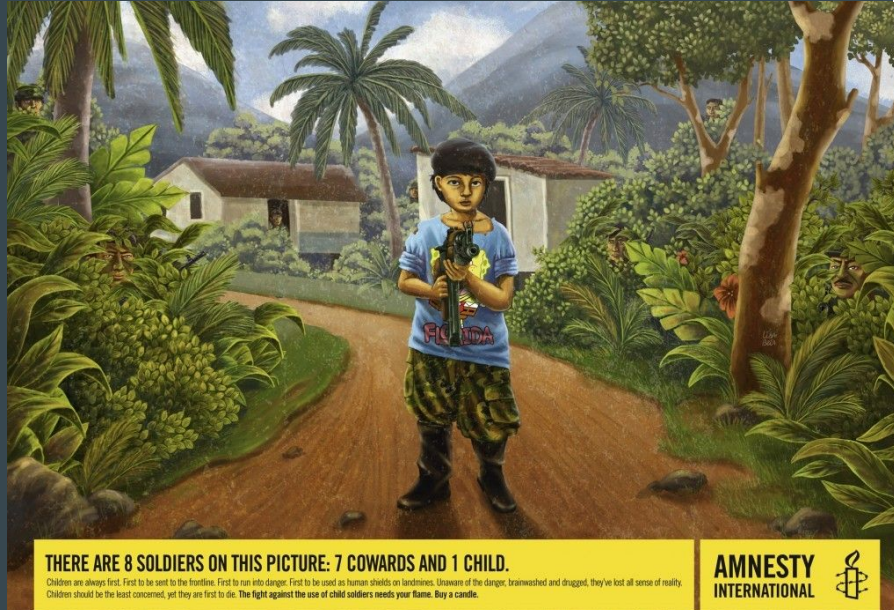
Logos: "it's not happening here but it's happening now" appeals to logic because somewhere in the world a child is becoming a soldier or dying as one.

Amnesty International

This ad is not the only ad that tries to end child soldiers or expresses how common a child soldier is in other parts of the world.



PHOTO: J. J. HARRIS / THE NEW YORK TIMES. THE BUS IS A 1970S VOLVO. THE CHILDREN ARE FROM THE 1990S. THE BUS IS A 1970S VOLVO. THE CHILDREN ARE FROM THE 1990S. THE BUS IS A 1970S VOLVO. THE CHILDREN ARE FROM THE 1990S.



THERE ARE 8 SOLDIERS ON THIS PICTURE: 7 COWARDS AND 1 CHILD.

Children are always first. First to be sent to the frontline. First to be used as human shields on landmines. Unaware of the danger, brainwashed and drugged, they've lost all sense of reality. Children should be the least concerned, yet they are first to die. The fight against the use of child soldiers needs your flame. Buy a candle.

**AMNESTY
INTERNATIONAL**



AMNESTY.ORG



CAUTION: CHILDREN AT WAR

Abolish the use of child soldiers worldwide. Children have the right to be children.

AMNESTY INTERNATIONAL

www.amnestyusa.org

The Effect of Children as Soldiers

Not only does a child become traumatized from the war, the soldiers on the opposite side does as well. Those children have to do horrific thing to others of those actions will happen to them. They are given alcohol, drugs and told they are war gods as children. They are not fully developed, mentally and physically so they don't understand right or wrong. Then when a soldier who is grown and has to take a child's life or lose theirs or their fellow soldiers.

Media and Entertainment

Countless movies have shown child soldiers as an issue and captivate it accurately. Blood Diamond (bottom left), Beasts of No Nation (bottom center), Machine Gun Preacher (bottom right). These are just an example of countless movies that had child soldiers.



Citations

Child Soldiers International

Childsoldiersin <https://www.child-soldiers.org/about-the-issue>

“Child Soldiers.” *Human Rights Watch*, www.hrw.org/topic/childrens-rights/child-soldiers