

Analysis

This ad is not one to get audiences to buy, donate, or join something, it is there to spread awareness to those who may not be aware of how lucky they are to be living in a country like the United States. If someone has little knowledge about the outside world meaning someone who is young and doesn't understand yet or someone who has lived such a sheltered life they have no idea of the evil in the world; they might be a little confused about this ad. The main slogan "It may not be happening here but it's happening now" is the first clue to what the ad is trying to say. Here in America we associate the image of children with innocence and kindness, but in many poor countries throughout the world that is not the case. Many kids have to start working labor jobs with no education at very young ages in order to support their families. And in many unfortunate cases children are used as soldiers for their countries armies to fight civil wars, wars and even terrorism against their own countries and others.

There are fourteen countries that are known for using children as soldiers. One of the more known ways children are used for such violence is through terrorist groups including Isis and the Taliban. They start teaching them at young ages their beliefs so that the children believe what they are being told to do is right and then they are often killed by enemies or used as suicide bombers. Most of the time when kids are used it is within opposition groups. In the Central African Republic children are recruited at twelve to serve in rebel groups all across the country. In Chad and in the Democratic Republic of Congo. children serve in both rebel and government forces and the recruitment of children is funded by the government. Colombia had little boys and girls serving in the FARC guerrilla groups all throughout the country. In Iraq, Al-Qaeda have children spy, steal, and transport weapons and materials and occasionally make attacks and most of the time nothing works out in favor of the children. Cases like these are also seen in other countries including the Philippines, Somalia, India, South Sudan, Thailand, and Yemen.

The countries that use children for violence do not have a stable government, instead the government is corrupt and most of the population is poor. Children in these countries do not grow up knowing good, fun, or what it is like to be a kid in a country that is not corrupt. However, that is all that they know so to them participating in these violent actions, stealing, spying, and killing is normal. Using and abusing these children the right of childhood and forcing them into something so corrupt will only hurt these countries. All these children will know growing up is the bad and when they are adults they will continue down the only path they know and teach the same thing to their kids which will only keep the tradition going.

The main point of this ad is to show the people in countries like America the hard truth of the outside world. Just because it isn't happening on American soil doesn't mean that it shouldn't be a topic that the people don't care about. Many of these children are raised to hate countries like America and that should be a concern of the people. Everyone that lives outside of corruption and gets the chance to have a childhood without violence and hate should be thankful every day and keep in mind those who are not as lucky.