



TELEVISION AND CONSUMER THEORY: THE CASE OF MEXICAN SCHOOLCHILDREN

Gutiérrez García Georgina*, Casas Patiño Donovan., Maya Martínez María de los Ángeles.,
Camacho Ruiz Esteban Jaime and Rodríguez Torres Alejandra

Universidad Autónoma del Estado de México

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ABSTRACT

Introduction: The Pan American Health Organization in 2014 published strategic for the primary health care and healthy eating, for the prevention of malnutrition, including the restriction of advertising in foods with high-calorie schedule and kids channels. Television became the best choice for the promotion of these foods by the easy access that has in this group.

Objective: To evaluate the degree of Association of the consumption of caloric food, broadcast television, and malnutrition through the theory of the consumption in school children of the school primary Miguel Hidalgo of the municipality of Temamatla, Mexico State.

Method: Study transversal, descriptive, quantitative; shows statistics stratified by clusters of 140 schoolchildren. Instrument: "TV and consumption", Cronbach's Alpha of 0.789; data processed by the IBM SPSS Statistics 20 statistical package.

Results: The direct relationship between consumption of caloric foods and the use of broadcast through the Association of P Pearson, with a contention between: 0.35, and greater than 0.05, playing: Association with positive linearity.

Conclusions: Broadcast television keeps, a positive association with regard to consumption, preference and choice of food energy, promoted through advertising campaigns, based on the use of games, dreams, fantasies and characters from fashionable to establish long-term relationships between the school and the brand, which is part of an ephemeral happiness, conditioning perpetual stages of malnutrition.

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INTRODUCTION

The approach of this article is from the theory of consumption, which is initially based on the thinking of Marx, considering their contributions insofar as this author focuses primarily on the production process as "unity between the worker process and the process of formation of the value" [1], and not on the consumer specifically that assigned the function of reproduction of the labour force. For Marx, with the development of the capitalism the consumption is subject to the production, so is the production which creates the need of consume and the consumption "creates the need as object internal as purpose of the production" [2].

One of the founders of the American institutional economics, Thorstein Veblen (1857-1929), considers the economy as a forming social culture institution, which defines the behavior within a society [3], the author rejects the theory of the value of the work, the concept of exploitation and explanation Marxist class struggle; through his theory of the idle class, explores the relationship between the emergence of social institutions (private property) and the idle class, calling it: "the place and the value of the idle class as an economic factor in modern life" [3] in his analysis gives priority to the training of consumer habits and tastes as a means of emulation between social classes trying to balance in class

entity in an asymmetric escalation of consumption, purchasing products through the leisure economy.

Georg Simmel, proposes that the society adopts the modernization as fight, as well as all their components industrial, the emergence of movements social while with the growth of the proletariat industrial, adds that "the fashion is imitation of a model given, and meets the need of support is in the society" [4], phenomenon that you causes acquire objects of all class that you provides the environment equipped with a special value of identity, gratification and power, and also keep a figure of freedom and autonomy.

Argumentation resumed and developed by Pierre Bourdieu, which says, that for be capable of discriminate them articles of consumption with regard to its value there is that be educated for this, the education for the consumption involves the training of ones habits mental that us allow recognize the consumption decent [5]. This taste education requires time, which is not dedicated to any intrinsically useful or productive activity so the fact of possessing the socially legitimized taste criteria constituting an element that emphasizes a high social position marked by the distance from the need to work.

Sidney W. Mintz, in his book "Sweetness and power" (1996) studied the complex historicity of sucrose, as well as the way in which this is introduced to the consumption in society,

initially form class and privileged, as expanding the cultivation of sugar cane, triggering overproduction which causes that the bulk of the population has access to; until their supply becoming an economic and political obligation [6] being essential.

These approaches to influence Marxist are collected and later developed by the Frankfurt School critical theorists. This current critical, presents the society of the abundance as a society manipulative in which the individual is located alienated precisely by the imposition of a culture of the consumption subject to the logical of the process of production and of the market [7]. In this sense, is it offer which imposes it structure of the demand and not to the reverse, stripping of any autonomy to a consumer passive that is is to merced of the great company and of them technical that uses to direct the consumption.

Another author that addresses this theory is Jean Baudrillard, who integrates of way conclusive them ideas of them authors already mentioned, to the establish a relationship active among them individuals and them objects (food caloric) to generate happiness and is fostered also by them mass media [8]. The relationship between the mass media and consumption is narrow, which has been fostered by multiple edges of inentendimiento social, since happiness, power, class categorization, inclusion and autonomy, create the perfect setting for a perpetual work where the collective is subjected to the consumer through the mass media where this included television as head of this malicious actor, in a theory of consumption that is built for domestication social.

However, the epidemiological situation of the twenty-FIRST century, is linked with malnutrition States, according to the WHO [of the World Health Organization], the world is facing a double burden of malnutrition, including malnutrition, overweight and obesity [9], these pathologies are seen in one way trying to give way immediate solution to each one in isolation, these represent significant risks to human health since they are linked to an increase in diseases chronic degenerative such as: cancer [10-11], cardiovascular diseases, diabetes mellitus [12], low back pain, infertility, osteoarthritis, hyperuricemia, dyspnoea, apnoea sleep, hypertension, ischemic heart disease, vesicular lithiasis, accidents cerebrovascular, polycystic ovaries, metabolic syndrome, Dyslipidemia [12], cataract, non-alcoholic fatty liver disease , also decreases the hope of life in an average of 9 years since is have associated to cancer of breast, colon, endometrium and stigma social [10].

In Mexico, the results thrown by the national survey of health and nutrition 2012 (2012 ENSANUT) [13] defined a combined national prevalence of overweight and obesity general of the 34.4%; for girls, this figure is 32% and in children is greater than the 36.9%. These prevalences schoolchildren represent around 5, 664, 870 children with overweight and obesity at the national level. Instead, the malnutrition (related with carving low), in accordance with figures of the same source, the prevalence national in children under of 5 years is of 13.6%, which represents a decrease of 1.9 points percentage with regard to the prevalence observed in the survey national health and nutrition of 2006 (ENSANUT 2006) (15.5%) [13]. the relationship between physical inactivity and obesity, which are brought about by work activity of [more than 12 hours a day] parents or

caregivers [grandparents, uncles, brothers], likewise, has been created public transport used to move to the school site and technological changes, kidnapping of recreational areas by criminal gangs, factors associated with the adoption of unhealthy lifestyles and accelerated processes of urbanisation of recent years [14].

Them figures of it ENSANUT 2012 figures can explain is partially by the consumption of food caloric to which are influenced by the constant exhibition to it advertising television of food of low value nutritional [15], where them mass half as the television open (being is it of greater access by a broad group of spectators and its low cost form part of the society Mexican from it childhood until it adulthood [16]) captures the time free of them collective , by subjecting them to the waterfall infinite of advertising.

In the last 65 years, it population in Mexico has grown little over four times, in 1950 had 25.8 million of inhabitants and in 2014 had 119.5 million that inhabit in 374, 724 homes [17], in average in each housing there are 1.7 televisions (represents approximately 48 million of devices) [18]. The high rate of promotion of consumption of caloric foods hereby [19] is a risk in the increase in malnutrition [9], encouraging the preference and consumption [12] from this food group.

This process can be observed through the relationship between nutricion-alimentacion-communication-advertising-consumption [20], which has impact direct and indirect in the school, which modifies its habits food by the socialization [21]. In this way the health discourse and the basic school system power, is just that, an abstraction, that you learn [22], but that is not translated into an internalization of behavior healthy food [9] [23] [24] [25].

The Institute national of health public published in the 2014, the result of the recording of 600 hours of ads passed down in them four channels of television of greater preference in schedule of programming child, of which the 23.3% corresponds to drinks and food being them snacks sweet them of greater frequency with the 27.3% of them notices advertising [26]. This information has since of manifesto the need of assess of way continuous it advertising to which are exposed them school, by what the objective of the present article was evaluate the degree of association between television open and theory of the consumption, through school Mexican.

MATERIAL AND METHODS

A cross-sectional, descriptive and quantitative study was conducted. Is carried out shows statistics stratified by conglomerates, obtaining a shows total of 140 school of the town of Santiago Zula, municipality of Temamatla, State of Mexico; town with presence of moderate and extreme poverty gaps as access to social security and to food [27]. Sample was conformed by: school children enrolled in primary school, 7-12 years old, who may be pursuing between second and sixth year of primary school, and tell with open signal TV.

For the assessment of nutritional status, anthropometric measurements, weight and size with the techniques in the manual of Anthropometry of the Instituto Nacional de Ciencias médicas y Nutrición Salvador Zubirán used [28] steps for the determination of the index of body mass (IMC), schoolchildren were classified using the curves of the center

of health and diseases of the United States (CDC-NCHS) by age and sex [29-30] in severe underweight, normonutrido, risk of overweight, overweight and obesity [1].

"TV and consumption" instrument was applied to determine the degree of association between Television and the theory of consumption, is comprised of four sections: a) identification information, b) anthropometric assessment, c) habits of television and d) power and frequency of consumption of caloric foods, this instrument was prepared by experts of the Socio-Medical-Nutrition area, five experts from three of five round applied in a pilot show at 20 students, prior informed consent and obtained a Cronbach's Alpha of 0.789; the data obtained in the final sample were processed by the IBM SPSS Statistics 20 statistical package, and the association between caloric food and Television open P Pearson was used. This research has approval of the Local multidisciplinary Committee of Investigacion Nezahualc6yotl.

RESULTS AND DISCUSSION

The State of nutrition of schoolchildren was: under severe weight 14.2%, low weight 20%, normonutrido 81.4%, risk of overweight 28.5%, overweight 18.6% and obesity 37.3% (table 1), these results differ from those reported to the 2012 ENSANUT [13], where it is defined a combined national prevalence of overweight and general obesity in schoolchildren of the 34.4%, on our sample we found a higher frequency of this pathology 42.1; for malnutrition there is research that data on school children older than 5 years in Mexico, details that are are for children under five years [13].

Table 1 State of nutrition

Nutritional status	Male.		Female.		Total.	
	f	%	f	%	f	%
Severe low wiegth	4	7.2	5	7	9	6.4
Low wiegth	7	10.1	8	9.9	15	10.7
I normo nourished	26	37.7	31	43.7	57	40.7
Risk of overweight	8	11.6	12	16.9	20	14.3
Overweight	7	10.1	6	8.5	13	9.3
Obesity	16	23.2	10	14.1	26	18.6
	69	100	71	100	140	100

Source: own.

With respect to the characterization of foods of higher consumption in the daily diet of school children [data obtained by survey "TV and consumption"], the top ten were: cakes (29.3%), tacos dorados or enchiladas (19.3%), bottled fruit juices (18.60%), sweet with chocolate bread (17.90%), quesadillas (16.40%), sopes, tlacoyos and/or toast (13.60%), shells (13.60%), pancakes (12.90%), tacos de suadero, or sausage (12.10%), Donuts or cupcakes industrialized (10%) (Figure 1); fits highlight that of this list only found three them food industrialized (juice of fruit industrialized, hot cake / Donuts or cupcakes industrialized), these food are which complement the lunch [snack, collation, renovation, etc.], these is consumed during the recess school, also are food with availability, low price, as well as preference inside and out of the campus educational.

The rest of the foods mentioned in the instrument, are traditional in preparation they could be high calorie content by type of saturated fat used for its preparation, as well as the sugar added in its elaboration. In a study called impact of the presence of junk food in the habits of children and adolescents in indigenas-campesinas communities in the region Centromontana Guerrero [31], noted that pollution through the

media and the detachment to their "delicious traditional food" has led to the consumption of mark juices at breakfast in a 20.3% to level elementary, as well as consumption in school site of fried foods (71.9%), sweets (68.8%), sweet breads and crackers (45.3%), prepared foods (28.1%) and brand juices (37.5%). This study coincides with the preference in consumption of food energy in this group of school.



Figure 1 Characterization of foods of higher consumption in the daily diet of school children.

Source: own.

To establish the degree of Association of broadcast television and caloric foods; (((is generated four subcategories based in the analysis commercial of The Nielsen Company-company multinational responsible of measure consumption of products-between the year mobile ' 15 of the two months Mayo-June 2014 to the two months March-April 2015 [32], being of the following way: to) cupcakes, b) snacks, c) cookies and d) food traditional Mexican, it Association is established through the test statistics of correlation P Pearson for determine the association between them variable : broadcast and caloric foods (table 2), which varies among a sample of containment of 0.295 [snacks - doritos-] to 0.167 [Mexican traditional food], interpreting these data as a significant association with positive linearity. In a study called the advertising effect of food advertised on television about the preference and consumption of foods: review, observed that in school effect of ads on the consumption of food is consistent [33], as well as in other exploratory study on the promotion and advertising of unhealthy drinks and food aimed at children from Latin America and the Caribbean determines that there is a significant association between the prevalence of overweight children and the number of commercial children's channels especially with those that stimulate the consumption of foods [34], our study confirms the significant association between broadcast television and consumption, where the data has a direct relationship between both variables.

In this way consumption has been analyzed from different perspectives, historical times and saves it in its own evolution in the social development of mankind, so we could add a conceptual reflection to: from the theory of the idle class [2] the formation of consumer habits and tastes by emulation to the social class marks a unintelligible domestication among groups which is learned on television which through recreation, leisure space makes prey consumption through mass media; so, returning to Georg Simmel [2], we would say that through fashion consumption patterns mimic to satisfy the need for social inclusion, and so try to belong to a group, avoiding loneliness; adding to Bourdieu [5] it education for the consumption implies the formation of habits mental that us allow recognize the consumption decent according to what sets it society, of this way the consumption is part of a society

that not has limits, and that also is reinforced this consumption by the mass media; Finally Baudrillard [8] establishes an active relationship between individuals and objects (food energy) to generate happiness by consumption, now promoted by the mass media and playing addictive behaviors of consumption in the collective, in the pursuit of an ephemeral, fleeting and addictive happiness.

in 2014 consumption, exposed that socioeconomic level is low, the most vulnerable segment, because dedicated 13% of their income to purchase snacks and soft drinks [38]. Food calorie consumption is already part of the family budget, so the relationship between the individual and the brand impacts since the early years of the collective.

Table 2 Correlation of Pearson among food calorie and Tv open.

<i>Subcategories according to the percentages of sales.</i>	<i>Caloric foods.</i>	<i>Open TV</i>	<i>p</i>
	Potatos	0.197	0.001
	Chettos [cheese-flavoured corn flour]	0.226	0.001
	Paketaxo [mixture of various fried products: Sabritones, Chetto, balls of cheese, etc.]	0.191	0.005
1. Snacks.	Doritos [flour of corn fried with multiple flavors]	0.295	0.001
	Sabritones [lour fried with chile flavor]	0.224	0.001
	Chocolates	0.215	0.002
	Mazapanes [circle of peanut flour]	0.231	0.001
	Sweet popcorn	0.231	0.001
	Canelitas [cinnamon and sugar cookie]	0.201	0.003
2. Cookies.	Trikitrakes [chocolate covered cereal]	0.201	0.001
	Emperor [cookie with chocolate, vanilla or Strawberry filling]	0.240	0.001
	Chocorroles [muffins roll stuffed with pineapple and Strawberry Jam]	0.182	0.002
	Dalmatian [Black and white chocolate Panquecito]	0.227	0.001
	Donuts	0.221	0.001
	Chocolate panquecito	0.196	0.004
3. Cup cakes.	Shells [bread circular covered in chocolate, strawberry or vanilla]	0.214	0.001
	Pound cake with drops of chocolate	0.232	0.001
	Hotcakes	0.180	0.001
	Cupcakes bakery	0.228	0.001
	Sopes tortillas of corn Golden in oil plant, decorated with beans, lettuce and sauce]	0.224	0.003
	Tacos de suadero [meat]	0.215	0.001
	Synchronized [flour tortilla stuffed with cheese with ham]	0.187	0.005
4. Traditional Mexican foods.	Golden tacos [tortilla stuffed with chicken fried in vegetable oil]	0.211	0.001
	Gorditas [mass of corn flour, stuffed with pork cracklings, often fried in vegetable oil]	0.196	0.003
	Quesadillas [tortilla stuffed with cheese, meat, mushroom, etc.]	0.167	0.001
	Tortas [bread stuffed with ham or milanesa or egg]	0.174	0.002

Source: own.

Then the association between social classes habits emulation, the modification of the education for consumption, as well as, the interaction between the individual and as emotional satisfactor hypercaloric food, creates environments obesogenic of which the school is subjected, due to his young age where the discernment between regular consumption [preferred diet] and healthy consumption is difficult in Mexico the overweight and obesity are a problem of public health, where television plays a very important role in the motivation of consumption, so it there should be a broadcast, that influence and promotes healthy lifestyles? Or do adjust the burden of infomercials on television?, the impact of television on the collective can exemplify follows, in 2014, there were 119.5 million inhabitants and live in 374, 724 households [35] on average in each House there are 1.7 televisions (represents approximately 48 million devices) [36]; is in them years 80's of the century XX that is considered to the public child as population vulnerable before the promotion of food with high content of fats, sodium and sugars, before it threatens of a regulation strict in advertising of food and drinks not alcoholic directed to the public child, companies transnational generate the code of self-regulation of food and drinks not alcoholic directed to the public child (code PABI) for exercise a self-regulation what them gives the option of change of marketing strategies, while continuing to make promotion of unhealthy drinks and food even though they continue to do so in an indirect way [37]. Despite the partial implementation of this measure, the collective continues devoting part of their income to consumption of these products, The Nielsen Company, in a report published

Such Association found in the results is positively significant in relation to the consumption, preference and choice of food calorie that is promoted in the television open; the school is the target of advertising campaigns and to achieve influence make use of games, dreams and characters from fashionable to establish relationships between the school and the brand. Said of another way, them mass media allow build to them children a certain version of the reality and is determined by them materials, factors, elements of its diet audiovisual, them imaginary resulting can be suggestive, poor and noisy or cozy e exciting [16]; and is far much of the reality in which the school is immersed as it is will depend on various factors external to the school but which affect it directly and indirectly an addictive consumption, through a preferred diet.

CONCLUSION

This article, presents to a society [group age school] of consumption where it television open is part donor of a truth only, where also is the only channel of communication between collective and the world, the television open is erected with a force unmatched in it awareness and domestication of the other through the screen, this half offers, recognizes and accepts to the consumption as its praxis It is so certain foods are endowed with desire, inclusion and be able to consume them, this medium is part of the space created for leisure and consumption, these social relations involved Besides economic, political, geographical, social and cultural factors that impact of direct and indirect way in the Group regarding the consumption of energy products, that macro-level , both political and strategies that the State implements

for the decrease of the obesity child, through reforms, additions and derogations to different provisions of the regulation of the law General of health in matter of advertising in television open and of pays, as well as, in rooms of display film [39], not have had the impact due, since the consumption of these products caloric goes to the stands; meso-level, the child population has become sedentary, and the mass-media has become addictive for these ages, while this research is a semi-rural population presence of moderate to extreme poverty with the acquisition of products that are advertised on television, has become common and preference of this collective, so the consumption of products is reinforced by a television with classes including marketing; and micro-level, the reproduction of the consumption takes place from the core of the family, where consumption is consistent with sociability inside a school site, mass-media [Facebook, twitter, wassp, etc.], family or neighborhood, so the availability of food, as well as the decision to purchase by the school becomes part of a reality that it encompasses all so broadcast television is giving opportunities for inclusion power through energy products this is offered, and in addition consumption theory can explain in detail that the ephemeral happiness is part of a search for the existence of the human being, in a time where the individuality and the super ego, are part of a life contained in an iron cage where the connection to reality is given by the television and the consumption with your happiness ephemeral.

A broadcast that offers social awareness of consumption, is marked by a commercial reality that didn't you like the social epidemiology of groups, this being part of a creative well equity instrument at the expense of consumption, so the broadcast is part of a real problem in the continuity of obesity and overweight in a Mexico submitted to oblivion. The solution is not regular more infomercials, is provide and provide of a television open full of content of awareness of the consumption free and healthy in hours of greater audience, a television educational for groups marginalized.

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