

CHARACTER TOYS!

¹ In 2009 the Ministry of Defence launched its own range of toy soldiers, called *HM Armed Forces*. These 'highly realistic' dolls cover every branch of the armed forces, **with an emphasis on front-line combat roles**.



² The toys also include the 'Character Building' range of Lego-like toys. These include the RAF Predator Drone and Remote Operator playset (below).



³ **Aimed at** ages 4 to 9 years old, these toys **provide a compelling first imprint on** young children's minds **about** the value of military service, which will **inform their decisions** for the rest of their lives.

⁴ Advertisers recognise that **brand loyalties** formed when children are young **will be carried through to adulthood**. Marketers talk about 'branding' kids, as quite literally 'owning' them through their **attachment to consumer products**. As Kids `R' Us president, Mike Searles, says, "If you own this child **at an early age...** you can own this child **for years to come**."

⁵ This is one of the benefits for the Ministry of Defence. Not only will the toys **result in** more children growing up and wanting to **join the armed forces**, but even those who don't will **be imbued with a more favourable attitude towards** the use of military force and the role of the military in society.

Adapted from: <http://battlefieldcasualties.co.uk/index.php/the-facts/>

CRITICISM?