

IMPACT OF TELEVISION ADVERTISEMENT ON CHILDREN'S BEHAVIOUR

A DISSERTATION REPORT

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Research Guide

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This is to certify that **Varsha Shukla**, a student in the 4th semester of Masters of Arts (M.A.) Journalism and Mass Communication at the Department of Journalism and Mass Communication, Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.) has successfully completed his/her dissertation/project on "*Impact of television advertisement on children's behavior*".

Research Guide


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CHAPTER :1

INTRODUCTION OF THE TOPIC

INTRODUCTION-

Television advertisement are considered as one of the most efficacious medium to impact the children. The television advertisement which not only affect the individual's behaviour but also influence the lifestyle of a person. It is a notion that contemporary Tv ads are changing behaviour of children. In today's era children are now found demanding more of products whose ads they like, as many multinational companies spending huge funds on marketing their product and services by using tv advertisement, as television is one of the most powerful and strongest means to influence the mind of children. Most of the children spend a lot of time watching television, as it is a source which is available to nearly all the children at every time. Advertiser now use television to promote music, food, toys and even celebrity endorsing various product and services which create positive as well as negative impact on minds of children. In recent times researcher have found that children played an important role in purchasing goods. As one of the most effective and crucial factors that motivating children to buy and consume the product is advertisement particularly television.

1.1 Rationale of the study-

In this study, I propose to investigate the impact of television advertisement on children. The need for this study is to provide a better understanding of how television advertisement affects children and potential effect on the young minds as there is both positive as well as negative influence on children. The reason behind the study demonstrates the impact faced by children when exposed to television advertisement. Indian marketers are increasingly targeting children because they find children are the only market segment that do not changes their preference rapidly and are easy to influence through advertisement therefore the study regarding the impact of various types of television advertisement become important.