



Dr. Syed Murtaza Alfarid Hussain

Assistant Professor, Department of Mass Communication
Abanindranath Tagore School of Creative Arts and Communication Studies
ASSAM UNIVERSITY,
(A Central University Constituted Under Act XIII of 1989)
SILCHAR- 788011, ASSAM
INDIA

CERTIFICATE

This is to certify that this thesis entitled '**Impact of Television Advertisements on Children: A Comparative Analysis of Urban and Rural Silchar, Assam,**' submitted for the award of the Degree of Doctorate of Philosophy of Assam University is an authentic record of the bonafide research carried out by Shatabdi Som (Ph.D./1573/2011) under my supervision and guidance, and that no part of this thesis has been presented before for any degree, diploma or other title of any other university. This thesis is a genuine work of research done in conformity with the rules and regulations relating to Ph.D. of the Department of Mass Communication, Assam University, Silchar, Assam.

Place: Silchar

(Dr. Syed Murtaza Alfarid Hussain)

Date:

Supervisor