



DECLARATION

I, Shatabdi Som, bearing Ph.D. registration number Ph.D./1573/2011, hereby declare that this thesis entitled '**Impact of Television Advertisements on Children: A Comparative Analysis of Urban and Rural Silchar, Assam**', is a bonafide record of the research work conducted by me under the guidance of **Dr. Syed Murtaza Alfarid Hussain**, Assistant Professor, Department of Mass Communication, Assam University, Silchar.

I also declare that no part of this thesis has been presented before for any degree, diploma or any other title of any other university.

Place: Silchar

(Shatabdi Som)

Date:

Abstract

Television advertisements show various aspects of life in a few seconds. Millions of children in India are daily exposed to numerous advertisements the moment they switch on the television. They grow up watching the commercials. For children it is like a window which enables them to escape from their present socio- economic state as well as psychological state to a precinct of endless happiness and pleasure. The present study is conducted on the urban as well as rural children of Silchar, located in Southern Assam, India. For the present study a sample of 525 children of age group 2-11 years, residing in the urban and the rural areas of Silchar was selected.

The study tries to unveil the impact of advertisements on the school going children of Silchar, Assam. It focuses on the sense of gratification achieved by children when they see advertisements, their cognitive skills and understanding of commercials, their food habit, buying patterns as well as level of awareness they attain after watching social service advertisements. Children from different economic strata, with different parental education levels were included in the study.

Through a schedule the required data was collected and analysed to answer the objectives. It has been seen that children of 2-7 years are unable to understand the function of commercials and non-commercials. They watch advertisements for visual gratification. Their level of understanding alleviates with the progression of their age. A sense of competitive possessiveness is also seen among children. The junk food culture is also prevalent among urban and as well as rural children . The advertisements may contribute significantly to rise in the level of materialistic attitude in children, unhealthy food habit and parent child relationship. The study also focuses on the impact of social service advertisements on children and it is found that social service advertisements make children of 8-11 years aware and responsible towards society and environment. Parental education plays a crucial role in helping the child to understand the persuasive intentions of advertisements and helping the child to understand the functions of social service advertisements for formulating a socially conscious mind in the child. In this way parental involvement may reduce the negative impact of advertisements at the same time they can help children to understand the social messages disseminated through advertisements more precisely.

Acknowledgement

“A teacher affects eternity; he can never tell where his influence stops.”

- Henry Adams

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