

Chapter One

INTRODUCTION

“Advertising is a magic system which sustains a false ‘consumption ideal’ and thereby obscures the real source of general satisfaction. The appeal of advertising as seen here as a consequence of alienation: people now need the system of fantasy to confirm the forms of their immediate satisfaction to cover the illusion that are shaping their own lives.”

–Raymond Williams

1.1 Statement of the Problem

Television advertisements have involved the present day society in such a way that no one is escaped from its influence. Advertising is omnipresent. Today advertisers bombard consumers with appeals or reminders from the moment they wake up till the moment they fall asleep (Tellis, 2004). They try to satisfy themselves by gazing at the commercials, feel good by singing the jingles and even feel better after buying the advertised product and also have strong feelings regarding the product. As the gratification takes place in various levels- they may get satisfaction after looking at the advertisement which can generate a sense of desire in the child as well as after buying the product they may have a sense of satisfaction and after using the product they may have a same feeling of gratification or discontentment.

Children are more vulnerable for they may not be as sophisticated consumers in developing countries as their western counterparts since advertising focused at them is a relatively new phenomenon (Kaur and Singh, 2011). It has been seen that children in early childhood (ages two to seven) are more vulnerable to persuasive information,

because they have less experience and domain-specific knowledge that they can use while processing commercials (Roedder, 1981). They are, therefore, less able to come up with critical thoughts and counter arguments while watching commercials (Brucks, Armstrong, and Goldberg, 1988). Mittal (2009), shows that television advertisements were found to be more effective in creating a desire among children to own the advertised product. There is a general concern of parents and other societal actors, that TV advertising may have a negative, intended or unintended, influence on children (Burr and Burr, 1977; Goldberg and Gorn, 1978; Grossbert and Crosby, 1984). Narasimhamurthy (2014) found that children's behavior is indeed influenced by television advertising in many ways. The advertisements not only influence their product choice but also influence their lifestyles, involvement in family purchase decisions, and interaction with parents. Kids are wanton, inexperienced, naive and easily gullible, but, a very important set of consumers and catching them young for product categories not actually meant for them is an act of irresponsible marketing. In no case should the children be made a target of reckless consumption and materialism (Upadhyaya, Soni, 2007).

The post 1990s in India has witnessed an expansion of the commercial channels and more number of commercial breaks appearing in between them. The host of 800 commercial channels shows advertisements for approximate twelve minutes per hour. And children are exposed to the commercials intentionally or unintentionally. Silchar, a town in the Cachar District of Southern Assam is not different from the rest. Children are seen watching commercials, demanding for these products and achieve satisfaction. The materialistic culture seems to have casted its spell on the young minds. For many left-wing cultural theorists, the concern here not just that advertising

may persuade us to buy things we do not really want or need: it may also inculcate 'materialistic' values and even persuade us that our identity itself is derived from what we buy and consume (Buckingham, 1993).

Children residing in the urban and rural areas have different social milieu, media exposure, availability of the product and also have a different schooling pattern. And the overall background of the child plays a major role when the child decodes the same message delivered by the advertiser. The needs and desires of each and every child are quite different from each other. The present study aims to find out up to what extent children belonging to urban and rural parts are influenced by advertisements. And whether the buying the advertised products can offer them the desired gratification as competitive possession, and status consciousness. And whether parental income and education and their involvement can play a pivotal role in the decision making process of the child. As studies reveal that children who are constantly exposed to the television ads are more influenced by it, and at times commercials also have an adverse impact on their health, psychology as well as social relations.

Advertising is not only about selling goods and products, it also disseminates social message regarding our environment and takes the major issues as conservation of wild-life, conservation of both renewable and non-renewable resources; social messages as education for all, consumer rights; and providing the knowledge regarding health related issues. Here the question arises that whether such advertisements can create a sense of responsibility in children regarding society as well environment.

1.2 An Introduction to Advertisements

Advertising has come to our life with a wide aura of a magical world where the setbacks do not exist; a magical wand which has given vent to our unending requirements and desires of life. We are offered vibrant images that persuade the viewer to take required actions. It embraces the name of a product, service or idea and shows how it could benefit the consumer. In other words it creates a need among the viewers and persuades them towards their voyage for being consumers of a particular product or brand. The American Marketing Association once defined advertising as the process of introducing to the public an idea, product or service through a paid announcement from a non-individual and identifiable source to encourage the public to make use of what is introduced (Vilaniyam and Varghese, 2004). The word advertising is derived from the Latin word *adverter*, which means ‘to turn the mind’. It is a non-personal form of communication which requires selected media outlets for placement of the message. Advertising has long been viewed as a tool of mass promotion through a single message can reach a large number of people at a time. Television advertising shows various aspects of life in few seconds. Advertising fascinates most people. It flirts momentarily with their lives, seduces them and leaves them with wonderful images and dreams (Tiwari, 2003). For children it is like a magical window which enables them to escape from their present socio- economic state as well as well as psychological state to a zone of unending happiness and pleasure. The advertisements portray a kind of life which is full of fun, thrill and excitement. Children tend to live in a world of fantasy which is miles away from the harsh realities of life. For instance, whether the product is targeted to words the child or not, the child portrayed in advertising is like the happy go lucky guy who in turn

can generate a sense of satisfaction or insecurity in other children who watches the particular advertising. The markers of toys, sweets, ice cream, breakfast food and sport articles prefer to aim their promotion at children and adolescents. When the advertisement is aimed at children, as for instance the advertisement of Kellogg's *Chocos*, *Kinderjoy*, *Gems*, *Horliks* use a catchy jingle along with animated figures and cartoons to grab their instant attention (as shown in exhibit number 3e). Children, for television advertisers, are a very attractive target group. Children are not just little adults they cannot evaluate advertising claims or know when they are being manipulated or duped (Hood, 2005). They are not the direct buyers; they know the means of fulfilling their demands through their parents often termed as parasite consumers. They are fascinated by advertisements as it provides a way to escape from the world of reality. They have the tendencies to look at life through their rose-tinted glasses. The glamorous models, sound effects, attractive images, colorful cartoons, and the child featured in the television commercials draw the attention of children thus intensifying their desire to consume. They are born in a society where advertising has a major role to play. Advertising is the most influential and powerful medium in the present commercial society (Rathod and Parmar, 2012). They grow up watching these playful, colourful and vibrant visuals. They have the information about a product, they even help their parent while buying something as the independent decision making mechanism come into play. This is because virtually from birth today's children are exposed to television commercials, banner ads, billboards, logos and product promotions (Singh and Ram, 2010).

Young children are a vulnerable group, it is suggested, because they lack the cognitive skills necessary to defend themselves against the persuasive power of

advertising (Valkenburg and Buijzen, 2003). Concerning the ethical concerns related to vulnerability of children and in order to safeguard the indiscriminate use of advertising, the Advertising Standard Council of India (ASCI) has formulated certain guidelines for advertisers while addressing to children. It states that advertising addressed to children shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. Advertising had also been measured as a one-way form of marketing communication where the audience was not in position to instantly respond to the disseminated message. But this scenario has changed in last few years. The technologies are readily available to facilitate a television viewer to click a button to order the desired product advertised on television from any online store. We are stuck in advertiser-driven mass media that are, in the end, bad for us. And if that was not bad enough, along comes a new, boundless shopping mall of filth and frivolity called Internet (Hood, 2005). Advertising has become a vital ingredient of our life, a spice that barely goes unobserved. Advertising is one of the most important socio-economic activities in the modern world (Vilaniyam and Varghese, 2004). The changing Indian society has given rise to nuclear families substitute the joint family culture. Lifestyle trends in urban India as longer working hours, working parents, rise in income tend to support a fast food culture with HFSS food/High in fat, salt and sugar (Katke, 2007). In a recent study, Robert Lustig from the University of California, San Francisco suggests that childhood obesity arises from food that is high in fat and fructose and low in fiber. And consuming such unhealthy food could be detrimental to child health. Television in India is a huge industry which has thousands of programmes in numerous languages. In 2011, the Indian Media & Entertainment (M&E) Industry

registered a growth of 12 percent over 2010, to reach INR 728 billion, as per the FICCI-KPMG report.

The growth line is backed by strong consumption in Tier 2 and 3 cities, continued growth of regional media, and fast increasing new media business. Overall, the industry is expected to touch INR 1,457 billion by 2016. Television continues to be the dominant medium, sectors such as animation & VFX, digital Advertising, and gaming are fast increasing their share in the overall pie.

KPMG-FICCI Frames- Press-release-2012

Since the birth of television, numerous products were advertised with the intension of promoting the product with the outcome of increased sales. From January 1, 1976, commercials came to be telecast at all the centres (Kumar, 2007). More the number of television sets, more the viewers of advertisements. The commercial break arrives at each and every household having television, the moment they switch it on. The person confronts to advertisement after every 10-15 minutes. They are bombarded with various ideas regarding a variety of products, perhaps everything that satisfies human needs to desires. Studies show that advertising on television have both positive as well as negative effects on the viewers. And in order to regulate duration of the ads in each television channel, the TRAI implemented a rule to feature ads on Indian channels for twelve minutes per hour.

“Telecom Regulatory Authority of India (TRAI) on 14th May, 2012 capped the duration of advertisements on television at 12 minutes per hour. This reverses its recommendation in March this year to halve ad duration to six minutes per hour on TV channels. The minimum time gap between consecutive ad breaks is 15 minutes, except in movie channels, where it has to be 30 minutes. Broadcasters can also only display full-screen ads on television. Part-screen or drop-down ads will not be permitted, the regulator said. Besides, the audio levels of advertisements on a channel should not be higher than those of the programmes being telecast”

(Business Standard Reporter, 15th may, 2012).

1.3 Children in Indian Television Advertisements

Advertisements have become the common ingredient in everyone's life in such a way that everyone in their life once has tasted its flavours. Commercials encompass every aspect of our life and most of us are hardly aware of it (Sarma, 2007). It comes and goes like a flash, although it is short lived, it marks a huge impact on child. This medium is a link or a bridge between the ordinary life of child and a magical world. Even the repetition of the advertisements tends to act as reminders for the children who normally engage themselves in many other activities. The repetition of ads up to 15 exposures in 2 months has increased returns (Tellis, 2004). Research has shown that younger children younger than 8 years – are cognitively and psychologically defenseless against advertising. They do not understand the notion of intent to sell and frequently accepts advertisement claims at face value (Pediatrics, American Academy of Pediatrics, 2006). Sweden and Norway forbid all advertising directed at children younger than 12 years, Greece bans toy advertising until after 10 PM, and Denmark and Belgium severely restrict advertising aimed at children. Australia, Greece, and several Western and Northern European countries have adopted policies designed to limit children's exposure to advertisements of toys, clothes, fast food and other products. Sweden's policies are perhaps the most stringent (Hood, 2005).

There are many advertisements that feature children and often at times these products are not meant for them. They are featured in the ads in order to grab the attention of the target consumers and perhaps the audience gets immediately attached to child featured in the advertisement. For instance, the advertisements of '*firstcry.com*', '*flipkart.com*', and many others related to banking and insurance (as shown in exhibit number 3h). But these products do not target children and even they are beyond the

understanding capability of the small children. But at times they are also attracted towards the colourful flash of images, the background score or the music of the advertisement. The most common use of music is to establish mood arouse emotions (Judy Alpert, Mark Alpert, 1990). It can accentuate certain visual or dramatic elements in the ad (Hung, 2000). The product meant for children often features the child along with the adults and normally these ads target the adult section of audience along with children. And often children influence the buying decision of the parents as they are an important part of a family. And they themselves may become the future customers for the advertisers. Today's children can recognise hundreds of brand names and logos. Several companies have exclusive deals with leading fast food and soft drink companies to offer their products in a school or college. Amusement parks offer colorful pictures and brochures to school children in order to attract them to avail special discounts and offers. Kids greatly influence parents to spend on products of their choice (Singh and Kaur, 2011). The advertisements of *Nerolac* paints, *Santoor* soap, *Whirlpool* refrigerator, *Surf excel*, *Ujala*, *Pears*, *Life Insurance Corporation of India* portray the children in their commercials in order to generate an emotional attachment with the product. Research shows that human nature is very soft and especially when it comes to kids. In order to leverage upon this emotional feeling media and marketers are trying to succeed through generating emotional attachment with children's whatever the product category is so that they can insist on purchasing the specific product for their use (Aggarwal and Hooda, 2012).

Many edible products feature the child in the advertisement. For instance *Oreo* biscuits, *Real fruit juice*, *Boost*, *Horlicks*, *Complan*, *Bournvita*, *Rasna*, *Kellogg's Breakfast Cereal*, *Mc Donalds*, *Knorr's soupy noodles*, *Maggi*, *Yippie Noodles*,

Cheetos food products and numerous other food products comes along with visual of the child. There are advertisements that offer free gifts as tattoos, stickers, fun toys to drag the attention of the child. The *Kinderjoy* Chocolate offers free exciting toys along with tongue twisting flavours of cream and chocolate inside it; if the child buys a *Candyman* Chocolate the customer will get two free stickers; with *Yummiez* fried snacks Spiderman caricatures are absolutely free. The children's favourite animated characters are also used to enhance the consumption. For instance, *Yummiez* features the Spiderman, *Chota Bheem* (popular cartoon character) characters on *band-aid ad*; *Choco Eclairs* also features *Chota Bheem* and his companions. A girl child is always attracted towards dolls and often act as mothers and the advertisers have taken the advantage to attract the target group with such advertisements as ads of Barbie doll, where a small girl child is seen taking care and treating the doll as her own child. Children are seen liking these ads as they are enjoyable. Ads can be liked for one (or both) of two basic reasons: they are enjoyable, they are informative and useful (Batra, Myers, Aaker, 2000).

The health of the child is one of the major concerns of the parent. Therefore in many commercials as *Pepsodent's Pappu or Papa*, *Colgate*, *Dabur Lal Toothpaste* (as shown in exhibit 3c) features the child along with their parent. As tooth decay is one of the major problems faced by children and the parents are also given the solution of the problem and ads also tries to implement a healthy habit of brushing twice a day in the children. The health drinks normally feature children and it is shown that the parents who give their children the particular advertised health drink are comparatively stronger, sharper, taller and healthy than the children who do not consume the product (as shown in exhibit number 3g). A recent commercial featuring

Mahendra Singh Dhoni along with a child in the advertisement of new and improved *Dabur Chavanprash* with fruiti flavours claims that for stronger immune system, *Chavanprash* is a must have product for the child. Children are often featured in the ads of various hand wash liquids as *Dettol*, *Savlon*, *Lifebuoy* hand wash in which children wash their hands with that advertised hand wash product. These ads try to implement a healthy habit among the children, the hand should be washed special before eating as bare hand contain germs and these can be cleaned up only by washing hand by the hand wash.

Studies have shown that there has been a drastic change in the eating habits of children. Television pumps in lot of junk food and snack advertisements. Indian child on an average get exposed to not less than 20 attractive messages of these product (Katke, 2007). They normally do not want to include fresh vegetables, cereals and pulses in their diet. There are some advertisements which claim the inclusion of fresh vegetables, fibers, the vitamins and the minerals in the food products. The advertisements of *Knorr soupy noodles* feature children enjoying the freshness of vegetables along with the soup and noodle. The advertisement of *Ashirwad Atta* shows that children and even adults who avoid eating the vegetables and a particular brand of wheat, corn and maize flour supplement the other nutritious food. *Complan*, a health drink for the children claims to be ‘the complete food’ for children who avoids eating healthy food. *Kissan* ketchup has come up with a new idea that makes the ordinary home-made *chappati-sabji* (homemade bread with cooked vegetables) a special dish when the *Kissan* Ketchup is added to the cooked vegetables. At the same time it cannot be denied that children are also exposed to advertisements of other food products as potato wafers, soft drinks, pizzas, burgers and other fast food items and

the consumption of these items also contribute to the hazardous health and obesity in children. And frequently children are featured in such advertisements showing them consuming junk food (as shown in exhibit 3d). Results demonstrate that TV food advertising increases snack consumption and may contribute to the obesity epidemic, and that efforts to reduce unhealthy food advertising to children are urgently needed (Harris, Bargh, and Brownell, 2009). Chocolate is one of the most desired item by the children and in numerous advertisements of chocolates the child is featured. The element of fantasy with the animated figure is also employed to drag the attention of the children. For instance the advertisement of *Candyman 2 Choco Eclairs* features an animated polar bear enjoying the flavour of the chocolate; the Alpenlibe advertisement also features an animated crocodile that is addicted to the chocolate. Many edible products of Children the flavour of chocolate is used to generate their interest in food items. As in health drinks chocolate flavour is added to quicken the consumption. Even breakfast cereals as Kellogg's Chocos, a chocolate flavoured cereal, that employ a fantasy element and claims to be the official partner of fun and exclaims, *Kellogg's khao, nashta fun banao* (eat Kellogg's and make your breakfast a fun). The advertisement of the *Kellogg's Chocos* is also drawn in the same line. Fantasy works because audiences have been conditioned to accept it since early childhood, a fact well noted by advertisers of children's products, such as pre sweetened cereals, toys, fast food and video games. A fantasy advertisement can appeal to almost anyone because of its charm or warmth or humour (Vilanilam and Varghese, 2012).

A recent advertisement of *Classmate* range of school products, many children are featured performing various activities and tries to establish their individual skills. The

advertisement tries to implement a sense of individualistic talent in the child beyond imitating the historic and iconic figures, as the ad claims *you are one of a kind*. Often children are used as symbols that represent a symbol of a strong future, the backbone of the society and nation. The advertisement of *Binani* cement features many children along with megastar Amitabh Bacchan. Celebrities from entertainment and sports world are used as endorsers in advertising. For instance Sachin Tendulkar endorses *MRF* tyres, *Boost*, *Aviva Life insurance*, *Reynolds* and many more. Amitabh Bacchan endorses *Kalyan Jewellers*, *ICICI Bank*, *Binani Cement*, *Nerolac Paints*. Critics claim that celebrities frequently endorse multiple brands and lack unique brand identity (Tellis, 2004).

Children are also featured in the ads of *Nikon Camera*, *Maruti Suzuki*, *Nerolac Paints* that show a complete family along with the child. The ads celebrates the flavours of life, the festivals, the joy of parenting, the happiness is being with the family. *Maruti Suzuki* celebrates the festival called 'life', relationship play an important role in the ads. The relationship between the child and the parent has been given a positive role. For instance the ad of Pears Soap portrays a small girl child enjoy her precious moment of life along with the mother. Further the ad of *Santoor* Soap, Amway, *Krack heel* repair cream works on the similar concept. The relationship between the friends are also used as an emotional appeal in some of the ads where both the children and young people are featured, and they celebrate the happiness of togetherness and share the bond of love, trust and hope. The Vodafone ad comes to the point that sharing everything is a common factor between the friends. The ads of *Coke and Dominos* also provide the audience with the similar idea of togetherness. The Coke ad that recently aired on T.V. channels comes with the punch lines *saath khao khushiya*

badhao (eat together and increase happiness); the ad of *Dominoz* pizza also claims ‘*yeh hai rishto ka time*’ (this is the time for relationship).

Often it has been seen that children in various commercials are engaged in activities as fighting, riding bicycles at a very fast speed, their engagement in the kitchen and at times minor cut and wounds are not at all any problem. The advertisement of band-aid featuring a child playing football match with the ‘*Chota Bheem*’ cartoon character is wounded in the match, but in the presence of Johnsons’s band aid the child has to ‘carry on’. Such ads may affect the children in an unenthusiastic way. According to Advertising Standard Council of India (ASCI) guidelines, advertisement directed to children shall not contain anything, whether in illustration or otherwise which might result in their physical, mental or moral harm or which exploits their vulnerability (ASCI guidelines, Chapter III, Rule 2). The International Code on Advertising also supports this rule. Article 13 states that advertisements should not exploit the natural credulity of children or the lack of experience of young people and should not strain their sense of loyalty.

Advertisements for liquor and cigarettes have been banned since 1995. The code of ethics drawn by Advertising Standard Council of India has not had much impact. Liquor manufacturers and advertising agencies have drawn up a code of self regulation for advertising of hard drinks on cable and satellite television channels. But ‘surrogate advertisement’ of well-known liquor brands continue with the impression being given that soda, playing cards, glass crockery and other items are being advertised (Kumar,2007). Young children of ten or eleven years are on the verge of becoming teens. Advertising send kids the message that smoking and drinking make a

person sexy or cool that ‘everyone does it’. It sways teens to smoke and drink and teens that see a lot of ads for beer, wine, liquor, and cigarettes admit that it influences them to want to drink and smoke (Ahuja, 2010).

1.4 Advertising Appeals: The Selling Factors

In order to persuade the target group the advertisers employ various appeals as fear, humour, emotion and other mind twisting techniques and tries to leave a mark on the mind and heart of audience. Studies show that children up to the age of 8 years do not develop their cognitive skills and are unable to understand the intension of the appeals working behind the commercials. The appeal of fear is often seen to be used in ads related to health and hygiene; banking and insurance. Health is a segment for which the consumers are worried all the time. Therefore the advertisers use the appeal of fear to drag the attention of the audience. The advertisement of toothpaste as *Dabur Red*, *Colgate*, *Pepsodent* use the appeal of fear of tooth decay and feature children suffering from the problem. The commercials of *Dabur Red toothpaste* portray a child having tooth ache while cracking a wall nut. On the other hand the child who uses *Dabur Red toothpaste* does not fail to break the nut and have stronger and healthier teeth. The fear of pain, failure and insecurity forces the audience to think more and more regarding the particular advertised product. Fear seems more relevant to a particular class of products – those deals against drug abuse alcoholism, unsafe driving, unsafe sex, unsafe houses, or lack of insurance (Tellis, 2004).

Humour in advertisement is a very common element. Over the years, there has been a continuing progression in the use of humour in Indian advertisements. The most obvious change has been the increasing use of humour with advertising agencies

increasingly trying to grab the attention of consumers through their funny bone. It cannot be denied that Indian advertisements with humorous touch have shifted from slapstick comedies to intellectual ones. The comic advertisements of the past decades as *Krack-Jack* biscuits featured two comic characters Krack and Jack and they have been entertaining the audience with their comic activities and buffoonish reactions. The advertisements of *Camlin marker*, *Centre Shock*, *Fanta*, *Vodafone*, *Fevicol*, *Happydent White* and many more deal with the intellectual comedies. The comic ingredient in the present humorous ads is high held. The commercial of *Camlin marker* features a rural setup where a person has died and immediately the 'rudalis' (professional mourners) start mourning and women sitting beside broke the bangles and tries to wipe out the red 'bindi' from the widows forehead. As it is the symbol of a married woman in Indian custom. But it becomes impossible to rub it. Suddenly the person lying on the deathbed rises and the ad takes a flashback and the widow remembers that everyday her husband instead of putting vermilion (the symbol of married life in Indian women) on her fore head marks with a Camlin marker. That is the reason the red 'bindi' could not be erased. The progressing comic element of the ad glues the audience until the culmination of the advertisement. The advertisement of Vodafone that engages the caricatures called *zoo zoo's* are quite amusing and the colourful cartoon characters are on the top list. And children who are always attracted towards the animated, personified and colourful characters accompanied with music may have a long run effect on children regarding that product.

There are numerous advertisements that strike the cord of the heart instead of striking the nerves of human logic and reasoning. Emotions have a long lasting impact on the audience and consumer of that particular brand. They talk about the brands wrapped

in the warmth of feelings and emotions. The advertisements using the appeal of emotion normally feature the relationships. For instance the advertisements of chocolates normally employ an emotional appeal; the *Dairy Milk Silk* commercials are quite emotional in nature, the baby products as Johnson's and Johnson's products also features children in the ads and the warmth of parent- child relationship is focused in these ads. The advertisements of FMCG products, automobiles, some food items, jewelries and home loans have an emotional touch in them. The recent advertisement of *Surf* claims '*daag aache hain!*' (stains are good) features children in the advertisement who are engaged in a cricket match and tries to spread love among the other children by hugging them wearing clothes stained with mud (as shown in exhibit number 3b) or child is seen helping an elderly woman in picking up a ten rupee note and ends up staining his shirt. A similar sort of commercial of *Surf* portrays a child helping his grandmother to pick up fruits and a curry bowl that had slipped from her bag in the road and ceases to stain his clothes with the gravy (as shown in exhibit) . *Horlicks* portrays children playing in the rain and they come up with model of rain water harvesting with a melodious jingle in the backdrop '*Bandho nehi bachpan ko*' (don't restrict the childhood). Such commercials create a drama by disseminating a strong message of helping others. One way to understand the role of drama is to relate it to argument, demonstration, and story (Deighton, Romer and McQueen, 1989).

Festivals are an important part of Indian culture and advertisers have taken a quick look in every occasion and frame ads according to the demand. The ads of Cadbury celebration pack is designed especially for festivals as '*raksha- bandhan*', '*diwali*' and other occasions. The advertisers also introduce offers and free gifts that are valid

only for that festive season. The product Maggie is ruling the market from 25 years and glues to its USP that it can be prepared in 2 minutes. It uses a strong emotional appeal and now gives a provision for the consumers to share their relationship with *Maggie*. In the long run such products become brands. Recurrently recalled, cherished and talked about, thus making a niche in the heart and mind of the consumers. And children are frequently featured along with elders in these advertisements as parents or elders are emotionally attached with the children.

There has been a radical change in the portrayal of children in the advertisements. For instance the commercial of the detergent powder *Surf* that gave the unforgettable character '*Lalita ji*' proclaiming surf as a better quality detergent over the ordinary products. And the child standing beside her plays a passive role in that advertisement. *Lalitaji* proclaims '*Surf ki kharidari main hi samajhdari hai*' (it is the wisest decision to buy Surf). The product itself has undergone many transformations, from *Surf* to *Surf Excel* to *Surf Quickwash* within three decades. And lens have shifted from *Lalitaji* to the merry making children, hopping, playing and crawling in the playground and intentionally stain their clothes in the dirt proudly announcing 'daag aache hain!' Although the target audience of the product is not children, rather they are figured in the advertisement in order to draw a line of parent child relationship. A couple of decades back, the appeals that were used in ads were quite direct in nature. For instance, the advertisement of *Complan*, featuring Shahid Kapoor and Ayesha Takia as child actors is also straightforward in nature. But now a day the ads are a bit twisted in nature. In an advertisement of *Complan*, a small boy jumps many times to pluck mango from the tree. But he cannot do so. All of a sudden another boy standing in front of him comments '*mummy ko bolo Complan pilaye*' (tell your mother to give

Complan). The boy, who suggests having Complan, is believed to be the consumer of the product as because he is taller than the rest. Here the advertiser has mixed the humour appeal with the fear appeal of being shorter in height. Another subtle use of fear is to build a story or drama where the message is not clear till the last line, by which time the viewer is unable to build a defense mechanism. A clever use of fear is to mix it to humour. Instead of emphasizing the dangers of noncompliance, the advertisement can joke about it (Tellis, 2004).

Commercials based on sex appeal generally draw the attention of audiences (Tellis, 2004). Sex is used in commercials to sell everything from beer to shampoo to cars (Kilbourne, 1999). The Indian advertisements also employ the sex appeal in order to grasp the audience attention. According to ASCI advertisements should not contain anything indecent, vulgar or repulsive which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or wide spread offence (Code of ASCI, Chapter II). Even the Indecent Representation of Women (Prohibition) Act, 1986 prohibits indecent representation of women through advertisements or in publications, writings, paintings, figures or in any other manner. The law relating to obscenity in India is codified in Sections 292, 293 and 294 of the Indian Penal Code.

In the year 1995 an advertisement of Tuff Shoes featured models Madhu Sapre and Milind Soman with a python wrapped around their body. Both the models wore *Tuff* shoes. There were massive protests concerning the advertisement and it was banned immediately and withdrawn. The frequency and persistence of sex appeals in advertising and the attention that such ads get from audiences and reporters, either positive or negative, have led many people to believe that 'sex sells.' Some go as far

as to say that it is a powerful force that corrupts our perceptions and lifestyle (Kilbourne, 1995). The advertisements of deodorant sprays, perfumes, employ these sensuous appeals which may be detrimental to child's psyche.

According to Tellis, clear information with strong arguments is the most effective advertisement appeal. Many consumers believe that frivolous or 'subliminal' advertising is ineffective; the only ads that work are those that embody arguments. This belief relies on the assumption that most consumers make decision based on comparative performance of rival brands on specific characteristics (Tellis, 2004). In such ads information is presented directly in front of the audience for persuasion. In Indian context such ads are prevalent from the very beginning of the ad industry in India. The ads featured on Indian Television during 1980's often employed the direct appeal along with clear information and strong arguments. For instance the Surf ad featuring *Lalita ji* straight away gives information, and also compares the brand with other ordinary detergent powder and declares Surf to be the most effective. There are many ads that provide clear information regarding the product. And the clear information penetrates the human senses easily. Many copywriters mirror this belief by assuming that they must engage consumers to an active processing for the ad for it to be effective (Kover, 1995). But the information has to be valid and authentic. The ASCI states that advertisement must be truthful. All descriptions, claims and comparisons, which related to matters of objectively ascertainable fact, should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by the ASCI (Code of ASCI, Chapter I, and Rule 1) According to an article 'Taller? Better show proof' published in The Telegraph on November 28, 2012 (as shown in annexure) reveals

some products with misleading facts. Many of these ads are directed towards children and often feature them.

“India’s food regulatory agency has indicted several household brands including Britannia biscuits, Horlicks health drinks and Kellogg’s breakfast cereals for what it says are misleading claims about their food products. The Food Safety and Standards Authority of India (FSSAI) has initiated prosecution in 19 cases where companies have been charged with misleading claims about their food products either in labels or advertisements. For example the product Britannia Nutri-choice biscuits (Britannia Industries) has been charged for their claim that the biscuits are diabetic friendly with complex carbohydrates and no added sugar is misleading; the Bournvita Little champs (Cadbury India) claimed the presence of DHA in the product and its benefits is deceptive; Complian Memory Chargers(Heinz India) stated the presence of memory chargers in the health drink is misleading and deceptive; Pediasure (Abbot India) claimed on product label that it helps a child’s growth and development is fake and misleading.”

The Telegraph 28th November, 2012.

1.5 Advertising: A Problem Solving Agent

The advertisements often act as the problem solving agents that comes with a magical healing capability for all sort of problems faced by common people in their day to day life. There are certain category of advertisements that follow the problem solution-structure. Whatever the problem may be, it can be solved within a given time period after the usage or consumption of the desired advertised product. The problem solution format is a story telling genre. Structurally the problem must come first, the solution second. And both must be presented dramatically. The problem must seem important and evoke a negative response from the central actor or actors – worry, fear, discomfort and dissatisfaction. When the product is introduced, whether it is merely shown or briefly demonstrated, it should solve the problem and result in relief, pleasure, or satisfaction (Vilanilam and Varghese, 2012).

The Indian advertisements are no exception that also provides comfort to all the problems. Buying the homes is not a problem with the home loans provided by many

banking and finance organizations. The ads of internet service providers' and certain websites features life in such a way that it connects to a new life beyond problems. Whether it is internet banking, tax payment, and getting jobs to choosing the life partner is no matter to worry. If someone is having a problem regarding choosing baby products, the website as firstcry.com and babyoye.com (on line shopping stores for baby products) can solve their problem; the *OLX* claims that an individual can sell anything from old houses to rejected mobile phones, as it says '*sab kuch bikta hain*'(everything can be sold). The Indian advertisements don't fail to bring the images of the conditions of Indian roads during the rainy season. The ads of *Nirma* washing powder, four women enter into a muddy pit in the road to push a vehicle that is stuck up in the road. The ads of detergent powders and bars promises a clean and tidy clothes and mud on the roads even during the rainy season is not a problem. Surf Excel claims '*daag aache hain*' as the problem of the stained clothes are immediately solved with the use of the product. Such ads are often perform experiments to persuade the viewer, for instance the ad of *Vanish* liquid the experiments with a stained piece cloth, and divide it into two halves. One is soaked in Vanish stain remover and the other is washed with an ordinary detergent. It appears that the piece of cloth washed with Vanish becomes stainless. The range of skin and hair products is also act as a problem solving agents. The advertisements of such products claim the ultimate solution provider to hair fall, roughness in hair, dandruff, dark complexion, wrinkles, dark circles, pimples and many other problems that are common almost in all. The L'Oreal range of hair products claims to provide '*one solution to five problems*'. The fairness creams declares that skin lightening or fairness is evident within a particular time period. The problem in all the commercials come first, as in *Fair and Lovely*, the dark complexion becomes a barrier to success, and the ad shows

dramatic transformation in the looks within fifteen days and thus creating a stereotypical notion that success comes with looks. Children grow up watching these advertisements thus framing stereotypical notions in their mind.

Health is always given the top most criteria in everyone's life. The immunity and protection of children from diseases is the constant concern of the parents. The ad of liquid *Dettol*, shows a child who fail to go to school every next day due to ill health. And after the use of *Dettol*, that is able fight germs, makes the child a healthy one and the ad also proclaims that in the houses where *Dettol* is used, the child suffering from minor health problems lessens. The joint pains are common in every one who succumbs to age and even young people are featured specially women who suffer from this. An *Iodex* (pain reliever ointment) ad features a newly married women who is unable to bend forward to touch the feet of elders (the problem); and five minutes after the application of the product *Iodex* the pain vanishes (the solution) and she starts enjoying the moments of the celebration and exclaims *aab dard ke liye time kaha* (now there is no time for pain). Children are also featured in these ads of pain reliever ointments along with the parent and act as their helping hand of the parents. Even in some of the ads of mosquito repellants, children are featured as the protagonists of the ads describing the features of the product. For instance the ad of *Good Knight Advanced* the children are able to find out the solution of the problem of mosquito biting as because of the modular button in the machine that is able to run on normal mode when there are a few mosquitoes and active mode when there many. In a number of ads of children's sanitary napkins as *Pampers, Huggies and Mamy Poko Pants* show the child in a very uncomfortable condition due to moistness and they seem to be quite unhappy and irritated (the problem) but after the use of the particular

advertised diaper (the solution) there is a boost in their mood. Convincing the child to drink milk is quite difficult, and children normally try to avoid the complete food, milk. And the advertisers of various health drinks as *Horliks*, *Bournvita*, *Complan* claim to have the goodness of milk but with variety of flavours as chocolate, strawberry and vanilla help the child to grow taller, stronger, and sharper. Such ads come to children as a mode of solving their problems. Even the advertisements of fast and instant food, works on the similar format, the problem and solution formula that manage the time constraint of the working people.

1.6 Children and Social Service Advertisements

The newest term for these advertisements is 'development advertising'. Their primary purpose is public education through hard hitting didactic messages. They enhance the knowledge of the children regarding the existing products in the market (Kumar, 2007). On one hand the commercials provides a magical gateway to step into the materialistic world. 'We will be back in a moment', the commercial break of a moment brings out a different world of colours and life in front of the children. On the other hand there are ads that are directed towards the development of society, nation and protection of environment, conservation of the resources, road safety and development of an individual as a whole. Such ads don't always promote any product but it carries forward an idea that is intended to bring some changes in the attitude of an individual. Since we are more diverted towards looking at the negative impact, we ignore the positive thoughts disseminated by advertisements. The objective of social advertising is to change public attitude and behavior and stimulate positive change (Nawathe, Gawande, Dethe, 2007). Ogilvy and Mather in India, created a series of ads titled 'Bell Bajao'- directed towards the issue of domestic violence. The ad features a

couple engaged in serious argument, before the situation worsens more the door bell rings and a person comes to ask for a bowl of sugar and the quarrel stops in between. The interference of an outsider stopped the progressing violence of abuse against women. The advertisement tries to spread a social message that domestic violence is not a personal issue the society needs the effective participation from each and every individual to fight against it. And when children will confront such ads it may have a long term positive impact on them.

Development is measured by various indicators as education, health, rural development, development in communication, employment. Taking these issues in consideration the recent ad of *Bharat Nirman* by Percept focuses the developmental issues. The ad features rural children going to schools, as a nation can progress with the spread of education; rural development is another key point that contributes to national development as majority of Indian population lives in villages; electrification in villages; the spread of technologies in rural areas; rise in the level of employment and improved health. The advertisement concludes with the note that we are developing in such a way that the nation is heading towards a new freedom. Celebrating 60th anniversary of Indian freedom an ad was aired on Indian Television that shows a child who looks upright and asks that what present he can give to the nation on its birthday. Standing under the tricolor the child promises to protect the nation when he will grow up. The advertisement deals with the spirit of nationalism that visualises children as the future of the nation and in their hands nation can be safe and secured.

Code Red's advertisement on "*Respect the national anthem*" (as shown in exhibit 1f) featuring a busy Indian street where everyone is busy doing their own works.

Suddenly the drops of rain touches the floor of earth and an old lame cobbler listens ‘*Jana Gana Mana*’ the Indian National anthem and under the rain he stands straight to pay respect although with the support of crutch. Suddenly the children sitting beside him stands one by one looking towards him and the rest of the busy crowd runs here and there in the rain. The advertisement conveys a strong message that ‘how can you respect the nation if you do not respect the national anthem’. There are similar ads that deal with the awakening of the common masses as Times of India’s advertisement features a small child who eyes on an incident, a day when a huge tree falls in the middle of the road, resulting to a traffic stricken road. No one could cross the street; it was only for political leader for whom an additional vehicle was arranged on the other side of the road. Looking this, the child became so outraged that he alone came and started pushing the tree (as shown in exhibit 1h). Watching the child, emotions filled in the heart of the people and they came out of their vehicles pushed the tree aside. And finally the road was cleared and in the voice of Shankar Mahadevan in background proclaimed ‘*tum chalo toh Hindustan chale*’ (when you move, India also takes a step forward).

Education is an important sector which still demands an all round development. The advertisements of *Sarva Shiksha Abhiyaan*, (as shown in exhibit 1d) carry forward the same concept of education for all, irrespective of the gender. There has to be rise in the level of awareness among the common people related to the health. For instance, everyone is aware that smoking kills slowly but still it becomes very difficult for an individual to quit smoking. Cancer Patients’ Aid Association’s advertisement on ‘Smoking kills’ features a public carriage where a young person stands there and starts smoking. Immediately an aged person sitting in front him politely asks him to

sit. The old man treats well with the smoker as they don't have much time left. According to the ad, study shows that every time they smoke, they lose 7 minutes of their life. Often children are also featured in such ads; a small girl is found to be worried about her father's regular coughing resulting from smoking (as shown in exhibit 1a). At the end of the ad the child appears to be happy when her father gave up smoking significantly erasing her gloom and fear of losing her father. Such ads target both the child and the adult. No father can see his child sunken in gloom and children are also targeted so that they can motivate them to quit smoking. UNICEF along with the Government of India carried out ad campaigns spreading awareness regarding the basic concepts of cleanliness, hygiene and sanitation. Every year many children die due to dehydration and advertisers had taken this note and aired numerous ads on providing ORS and zinc to the child suffering from diarrhea. Even the ads of iodized salt try to disseminate the significance of iodine in human body, which prevents goiter. The rise in the level of population in India is a major concern for both the environmentalists and advertisers. The ads of contraceptives, that ensures birth control and also confirms safety regarding women's health. The ads of National Rural Health Mission describe all the features how the health sector of rural India can be improved. The advertisements of Pulse Polio campaign featuring Amitabh Bacchan contribute towards the eradication of polio (as shown in exhibit 1e) from the nation by providing '*two drops of life*' to each child. There are ads regarding the disease called tuberculosis that guarantee complete cure if treated properly there are many campaigns related to AIDS. Still in our country many people live under the myth that AIDS is a contaminable disease and advertisers in India doesn't fail to focus the lens on facts related to AIDS. A recent television advertisement, featuring Shabana Azmi, is most effective for its warmth and directness: it shows the actress embracing an

AIDS-afflicted child and assuring that the disease does not spread through non-sexual contact. After listing the ways in which the HIV virus can spread, she says in Hindi while hugging the child, saying "*This way you can only spread love*". There are ads that spread awareness regarding blood donation and conveys a strong message that the contribution can save a precious life. In an ad of blood donation a small girl child appears in a food court saying thank you to everyone (as shown in exhibit 1c). On being asked she replied that she suffers from blood cancer and she is surviving because someone anonymous donates blood for her. So she keeps on saying thank you to everyone for saving her life and urges more people to donate blood so that she and others like her may live longer. In an ad of eye donation that features the celebration of *Holi*, the fest of colours in a Hostel. Children are seen enjoying the feel of colours, the smell of sweet dishes and at the end of that ad a child asks the warden '*what is the colour of green?*' All the children in that hostel are blind and are awaiting our co-operation. 67 people including the creators of the ad agreed to donate their eyes after watching the advertisement. Children and old people have the similar requirements. As the children need their parents along with them similarly the old people want their children along with them. During 1990s the crowned Miss World, Aishwaria Rai appeared in an advertisement in which she proclaimed of donating her own eye to the Eye Bank Association of India so that someone else can see this beautiful world through her eyes (as shown in exhibit 1b). The advertisement of Help Age India conveys a message that 'loneliness is curable; spend some time with the elders' as old age is inevitable, everyone has to face it.

Beyond the advertisements associated with society and health sector, the Indian media industry has taken a vow to protect the environment and its resources. The tigers are

on the verge of extinction and there are advertisement that deals with the conservation of the nature and wildlife. It has indicated that the water level is going down and the wastage of water may be a serious issue, the recycling of garbage, conservation of electricity, fossil fuels as petrol and diesel are some of the environmental issues the advertisers had worked upon. In the age of consumerism when there are thousands of brands available in front of the consumers and at times it becomes difficult to choose the appropriate one. The '*Jago Grahak Jago*' campaigns enable a sense of awareness among the consumers that they can claim regarding any fraud or the driving force of human body is the food that we consume. But if the food is full of adulterations than survival is the biggest question. A recent advertisement features Indian Cricketers who raise their voice against the adulteration in edible products.

1.7 Emergence of Commercial Social Advertising

Commercials sell goods and services whereas social service advertisements sell ideas for a better society, environment and nation. A recent trend can be seen in which the commercial products are taking the social issues. There are many brands/products which contribute for social development. They take up a social cause and offer their helping hand either by generous contribution or spreading a social message. The *Nihar Shanti Amla* hairs oil contributes an amount from the price of each bottle of for the development of the unprivileged children who do not have any means to fulfill their dreams (as shown it the exhibit 2a). The advertisement shows that more numbers of bottles sold will ensure more children going to school. The advertisements of P&G, ITC also focus on the development in the educating the rural India (as shown in exhibit 2c). The advertisements of *Idea cellular* focused on saving the trees and empowerment of rural India through education. *Surf* came up with a concept of saving

water which seems to be an extremely relevant problem faced in our day to day life. The product focused on saving two buckets of water every day (*doo bucket pani ha rozaana hain bachana*) if someone uses Surf (as shown in exhibit 2d). The advertisements of Lifebuoy and *Dettol* focus extensively on washing hands before eating concerning to child health. A *Lifebuoy* commercial featured a poor father taking his child to the doorsteps of a temple for seeking blessing as well as thanking the almighty as he is the only child surviving in the village who has reached the age of five. The advertisement proclaimed that diarrhea and pneumonia kills two million children yearly so protect your hands with lifebuoy (as shown in exhibit 2e). Such advertisements create a dramatic plot embedded with fear and emotion or humour. Such commercials play a dual role - they sell the products as well as promote social ideas for a better tomorrow. In other words they can also be called as ‘commercial social advertisements’. Advertising is an age old commercial tradition as Vilanilam and Varghese claim advertising to be the most important socio-economic activities in the modern world. But manufacturers, advertisers as well as brands are adopting socially relevant messages to sell their products.

A model has been framed on how such commercials sell products and disseminate social messages. It is a hybrid model that presents the structure on how the present day commercials combine socio-developmental messages into their commercial pitch. The researcher has observed this nascent trend in advertising in the recent years and has developed a new model and coined it as Som’s Commercial Social Advertising Model in the name of the researcher. This model is illustrated in the following diagrammatic representation. Advertisers take up a social cause and associate it with the brand/product ensuring development. They ultimately make people feel a sense of

awareness and generate a sense of desire in them to be socially aware by buying the product and ultimately they buy it for the gratification of being socially and environmentally aware.

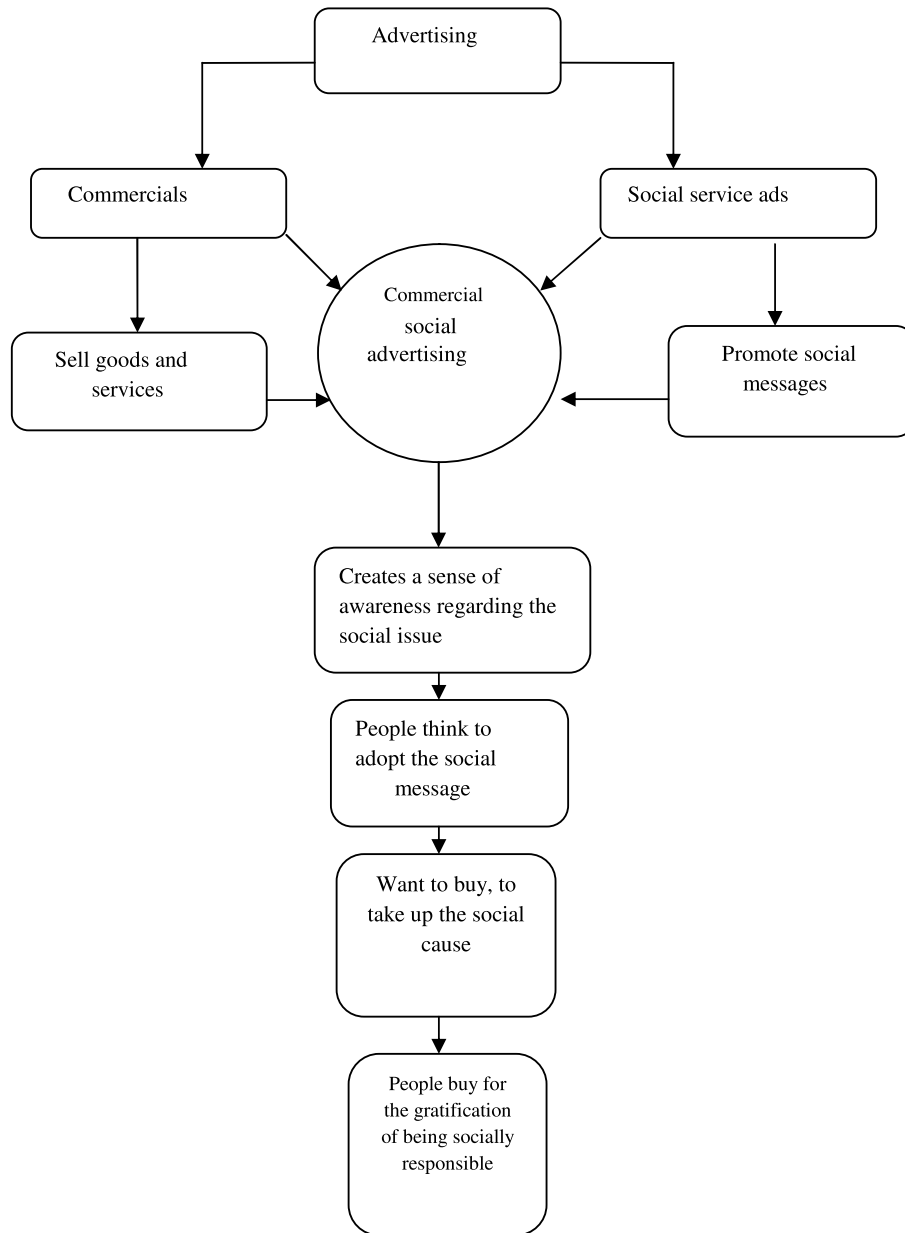


Figure 1a: Som's Commercial Social Advertising Model

1.8 Theoretical Framework of the Study

Various theories and models have been framed to understand the working and effectiveness of media. This segment of the research work focuses on models and theories on children's response to advertisements.

1.8.1 Piaget's Theory of Cognitive Development

Jean Piaget's theory of cognitive development is an inclusive theory about the nature and development of human intelligence according to their age. He opined that one's childhood plays a vital and active role in a person's development. He believed that children construct an understanding of the world around them, experience discrepancies between what they already know and what they discover in their environment, and then adjust their ideas accordingly (McLeod). According to this theory, cognitive development occurs in four main stages: the sensorimotor stage (0-2 years), the preoperational stage (2-7 years), the concrete operational stage (7-11 years), and the formal operational stage (11 through 15 years). The pre-operational stage is further divided into two segments, the symbolic function sub-stage (2-4 years) and the intuitive thought sub-stage (4-7 years).

Similar to pre-operational children's egocentric thinking is their structuring of a cause and effect relationships. Piaget coined the term *precausal thinking* to describe the way in which preoperational children use their own existing ideas or views, like in egocentrism, to explain cause-and-effect relationships. Three main concepts of causality as displayed by children in the preoperational stage include: animism, artificialism and transductive reasoning (Rathus, 2006). During intuitive thought sub-stage children are unable to mentally reverse a sequence of events. The concrete

operational stage is the third stage of Piaget's theory of cognitive development. This stage, which follows the pre-operational stage, occurs between the ages of 7 and 11 (pre-adolescence) years which are characterized by appropriate use of logic (Ginsburg, Opper, 1979). Two other important processes in the concrete operational stage are logic and the elimination of egocentrism. Egocentrism is the inability to consider or understand a perspective other than one's own. It is the phase where the thought and morality of the child is completely self-focused (Piaget, 1972). During the concrete operational period (approximately 7–11 years of age), Piaget argued that children's thinking becomes more systematic. At this stage, they become capable not only of mentally representing the world but also of mentally transforming such representations in well-reasoned ways the ability to reason about hypothetical, abstract situations does not emerge until the formal operational period approximately 11 years of age and older (Moses and Baldwin, 2005). In the present study the age group is divided according to the Piaget's theory to determine the understanding capability and impact of television ads on them. Deborah L. Roedder conducted a study, *Age Differences in Children's Responses to Television advertising: An Information Processing Approach*, where the Piaget's theory was employed to the variations in different age groups.

1.8.2 Uses and Gratification Theory (UGT)

Framed by Elihu Katz, Jay Blumler, and Michael Gurevitch, uses and gratifications theory turned attention away from media sources and message effects to audience uses of media content (Littlejohn and Foss, 2009). They turned their attention to how audiences used the media to live out their fantasy lives and to seek out other gratifications, or even to inform and educate themselves about the world and its

people (Kumar, 2007). Elihu Katz suggests that media is used for the purpose like entertainment, education and information. In 1972 Denis McQuail, Jay Blumler and Joseph Brown suggested that the uses of different types of media could be grouped into four categories. The four categories were: diversion, personal relationships, personal identity and surveillance. It attempts to explain the uses and functions of the media for individuals, groups and society as a whole. It also explains how people use media in order to satisfy their needs. According to Blumler and Katz uses and gratification theory suggests that media users play an active role in choosing and using the media. The theorist says that a media user searches for a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need. Wimmer and Dominick (1994) proposed that uses and gratification began in the 1940s when researchers became interested in why audiences engaged in various forms of media behaviour, such as listening to the radio or reading the newspaper. The application of the uses and gratifications approach dates back to 1940's when researchers tried to find out the reason why people use various forms of media, such as radio listening and newspaper reading. These early studies were primarily descriptive in nature, in quest of categorising the responses of audience. For example, Herzog in 1944 identified three types of gratification associated with listening to radio soap, operas: emotional release, wishful thinking and obtaining advice (West and Lynn, 2010). Schramm, Lyle, and Parker (1961) concluded that children's use of television was influenced by individual mental ability and relationships with parents and peers. Katz and Foulkes (1962) conceptualized mass media use as an escape. Berelson in 1949, conducted a research on New York news paper and asked people why they read the paper, the responses fell into five major categories: reading for information, reading for social prestige, reading for

escape, reading as a tool for daily living, and reading for a social context (Wimmer, Dominick, 2003). The next phase in the development of this research began during the late 1950's; in this phase the prominence was on identifying many social and psychological variables; and this phase continued up to 1960's. Windhal's perspective links the earlier uses and gratifications approach to the third phase in its development (Wimmer, Dominick, 2003). In the last few years the uses and gratification approach was used to study the impact of new media on the audience. The advent of the internet also encouraged the researchers to find out its impact on its users.

1.8.3 Popular Culture Theory:

These theories draw attention to the vitality of folk culture, folk stories, and ballads and encompass various aspects of consumer culture. Eminent cultural theorist Raymond Williams states that culture admits a plurality and consequently not easy to pin down (ed. Littlejohn and Foss, 2009). Littlejohn and Foss states popular culture as-

It is an interdisciplinary mode of enquiry that originated in Britain during 1960s, and later spread to the other parts of the world. A theorist of Cultural studies as Richard Hoggart, Raymond Williams, E.M.Thompson and Stuart Hall paid sustains attentions to various forms of popular culture. Williams illuminated on the ways in which technology and cultural discourses meet in television programming, Hall has drawn our attention to complex ways of decoding television and the role of ideology in shaping television culture. Theodor Adorno, Herbert Marcuse and Max Horkheimer of Frankfurt school saw popular culture in negative terms. Influential Italian Marxist thinker Antonio Gramsci viewed popular culture as an instrument of hegemony, focusing on how the power of one group is exercised through coercion and consent over other groups. The complex relationship between popular culture and post-modernism can be related with the views of Fredrie Jameson as he saw the short comings of post-modernism as an intellectual formation; he makes use of it to understand the cultural landscape that has produced popular cinema, video-games music and so on in terms of cultural logic associated with late capitalism

(ed. Littlejohn and Foss, 2009).

1.8.4 AIDA

AIDA was propounded by E. K. Strong in 1925. AIDA is a model designed for the Promotional part of the 4Ps of the Marketing Mix, the mix itself being a key component of the model connecting customer needs through the organisation to the marketing decisions (Jobber, Ellis-Chadwick, 2013). Advertisements grab attention then they create interest that stimulates desire for the product and finally urges to take desired action. The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997). Since the early 1960s, AIDA has frequently been illustrated in the diagrammatic format of a funnel, indicating that a larger quantity of potential purchasers become aware, then a smaller subset becomes interested, and so on. It is often referred to as a ‘purchase funnel’, ‘customer funnel’, ‘marketing funnel’, or ‘sales funnel’ (Peterson, 1959). In this model all these stages are equally important when it comes to the contribution of success of the advertisement.

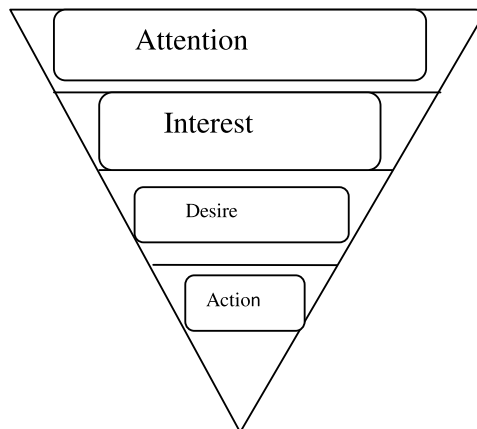


Figure 1 b: AIDA Model

1.9 Operational Definitions

- Children- The United Nations Convention on the Rights of the Child defines child as “A human being below the age of 18 years unless under the law applicable to the child, majority is attained earlier”. Biologically a child (plural children) is a human being between the stages of birth and puberty. Census considers children to be any person below the age of fourteen. In the present study the term ‘children’ refers children of age group 2-11 years.
- Advertisements – A non- personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketing to pay for message placement in order to promote a product service or idea. American Marketing Association defines advertising as a process of introducing to the public an idea, product or service through a paid announcement from a non- individual and identifiable source to encourage the public to make use of what is introduced. In the present study ads are considered as tool to persuade the child.
- Social service advertisements- Development advertisements/ Public Service advertisements which do not sell products rather promote social and developmental messages. The present study social service advertisements are considered as tool to empower children with social messages.
- Rural- As per census a rural sector means a place with a density of population up to 400 per square kilometer, and majority of them are engaged in agricultural pursuits. In the present study the rural area is considered as the areas under the jurisdiction of ‘*gaon panchayats*’.

- Urban- An area with higher population density. These areas are the outcomes of urbanization where most of the people are engaged in non- agricultural activities. In the present study the urban areas are considered as the areas governed by the municipality board
- Higher income group- family having an income of more than Rs.25,000 per month
- Middle income group- family having an income of Rs.10,001 -Rs.25,000 per month
- Lower middle income group- family having an income of Rs.5,001- Rs.10,000 per month
- Lower income group- family having an income of less than Rs.5,000 per month

The present study has undertaken four income groups, the high income group (above Rs.25, 000 per month), middle income group (Rs.10, 001– Rs. 25,000 per month) and lower middle income group (Rs.5,001-10,000 per month) and lower income group (below Rs. 5,000 per month). In the year 1993, Uma Joshi And Avani Manihar in their study *Influence of Television Viewing on Adolescents as Perceived by Their Mother In Relation to the Selected Variables* also divided the family into three segments, the high (Rs. 6 ,000 per month), middle(Rs. 3-5,000 per month) and low (below Rs. 3,000 per month). In 1998, Uma Joshi and Suvarna Bhokare in their study, *Perceptions of Housewives Regarding the Influence of Television on Selected Areas of their Lives*, have taken two income groups, high (11,000 per month) and lower (below 11,000 thousand). In the year 1993 and 1999 the inflation in the Consumer price index in India was 6.31per cent and the rise of consumer price index in the year 2011 was 8.87 per cent (as shown in exhibit 6).