

Tribhuvan University  
Impact of NTV Advertising on Nepalese Children

A thesis submitted to the Central Department of  
English in partial fulfillment of the requirements for the  
Degree of Masters in Arts

By  
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**Tribhuvan University**  
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**Letter of Recommendation**

Mr. *Abhimanyu Humagain* has completed his thesis entitled “**Impact of NTV Advertising on Nepalese Children**” under my supervision. He carried out his research from June 2008 (A.D.) to December 2008(A.D.). I hereby recommend his thesis be submitted for viva voce

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Dr. Arun Gupta

Supervisor

Date: 2008/ \_\_ \_\_ / \_\_ \_\_

Tribhuvan University

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This thesis “Impact of NTV Advertising on Nepalese Children” by Abhimanyu Humagain submitted to the Central Department of English, Tribhuvan University has been approved by the undersigned members of the Research Committee.

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## **Abstract**

This paper explores the figures of Nepalese television (NTV) commercials about small children. Among the television audience, children deserve special attention because they are most likely to accept and orient their view by the images of the advertisements.

This paper examines the Nepal Television commercials with the theoretical ramification of how commodity culture affects consumers where language and way of presentation of character in the advertisements. Basically very young children watch television commercials and try to follow those advertisements only because of their visual graphics. This research, thus takes on the issue of how advertisements can attract their consumers, especially the small children and how children consume those products.

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