

## Chapter - I

### Advertising and advertisements

The thesis focuses on the issue of television advertisement and its impact upon school going children. Through daily viewing of television, children receive those commercial ideas, and construct ideologies of any fantasy. Television is such media that without advertisements, it cannot exist. So that advertisement is the lifeblood of television and any other Media. The main goal of the advertisement is to spread the seed of various ideas to consume their services through their various use of graphics. Children are the focused group for the advertisements. The uses of children in the advertisement, repetition of actions and words, colour mixed images are the attractive devices to get audiences.

For example, an advertisement of *Boost* (Horlicks) can be related with example for the research. Sachin Tendulkar, an Indian Cricketer, appears in the television screen saying “Boost is the secret of our energy”. A small boy tries to jump off but he is pulled down by a string. Because he does not use Boost daily. The implication is if he has used Boost, he could have crossed that bar but he could not due to minimum user diet. There are several Horlicks in the market but the advertisement suggests us that Boost is the only solution to strengthen our body. Because of this advertisement, basically children, try to consume the products. Elders can find out the motives of advertisement but the small children do not have analytical approach policy so they keep their demands to their parents. Next example of *UNMe* Cheese balls. A small girl is eating this cheese balls, shows different shape of her mouth. She shows that the cheese balls are sour, salty, sweet, etc. the advertisement says 'cheesy cheesy and tasty tasty.' When the viewer of this

advertisement primarily children get extremely tempted. The school going children watch television serials and are enchanted with its advertisement. They dance with advertisement which are more made up of more attractive coloured images and mixed words. Dr. Nirajan Prasad Upadhaya writes:

It is universally accepted phenomenon that the kids who are not controlled by parents at home in viewing television programmes, advertisement will ultimately plunge into a dismal future, Nepalese social scientist as well as government must also continue research pertaining to the effects of television on children. (121)

It is not only the case of Nepal but the universal fact is that kid's interest cannot be controlled by their parents. What the kids want is try to fulfill their desire. The real story is more complicated. In 1994, researchers viewed hundred of studies involving thousand of children and concluded that there was a clear evidence that watching violence on TV makes children more aggressive. Similarly, preteens and teenagers exposed to sexual content on television are much more likely to engage in the kids activities they see on the screen.

The word "advertising" in English is derived from Latin word "advertises" that means to turn the audience attention. In traditional sense, advertising was believed to be attempting to peruse people to purchase a good or service. For example advertisements earlier were more frequently announcement of goods on hand. Later day, marketers see advertising as part of an overall promotional strategy, where other components of the promotional mix include publicity, public relation, personal selling, and sells promotion. Thus, advertising is a form of promotion. Promotion involves all the ways of gaining

attention for a company, products or their services. According to Dimitri A. Christakis, in his article 'smarter kids, brought to you by the letters T and V:

The bigger problem is what children watch and how they watch it, in what some consider the hazy days of television. Families used to gather round a single centrally located set and watched and high quality, family - centered programming together (166).

The word “advertising” can be understood from different perspectives. First, it is a special type of communication process. It encompasses all the elements of communication process. All the characteristics applied to any communication process are applied in case of advertising too. Second, it is associated with a special kind of mass media content called advertisement which appears as commercial message in paid space or time in media and involves an identified sponsor. Third, it is associated with a special kind of profession. Moreover, it has become a discipline of knowledge. Advertising is directed towards a mass audience with the aim promoting sales of commercials, products or services. So that coloured mixed language of TV advertisement. Children start searching for those productions as their most wanted things. They do not like to lose at all. But all of them can not receive those products. If they really follow those services / products, the quality of those things may not support as children wish for.

When the academic research has its focus on Television advertisement, it implies that advertisement are taken as work of art. They are created with their own aesthetics and the main aim of such advertisement is to attract the attention of audience or consumers towards the products that they advertise. So, advertisement like other literary works does have their own aesthetics. Designing the advertisement demand certain

degree of creativity and creativity is used to strategize techniques for drawing the audience attention. In doing so, advertisers use various techniques, including psychological tricks and strategies. This makes the advertisement persuasive because to win the consumers/audience is their focused aim. So art of advertisement lies in attracting persuading it's audience to the desired direction or action. Their words and visual clips may not attract intellectual or aged group but children becomes the very victim of those products. According to Lee and Johnson Advertisement performs basically three functions-

- I) Advertisement performs an 'inform' function. It communicates information about the product, its features, and its location or sale. It tells the consumer about new products.
- II) Advertisement performs a 'persuasive' function. It tries to persuade consumers to purchase specific brands or to change their attitudes towards the products or company.
- III) Advertisement performs a 'reminder' function. It constantly reminds consumers about products so that they keep buying the advertised product instead of the competitor's brand. (122)

These three functions information, persuasive, and reminders are related to consumers as well. So that Adorno and Horkhemier in "Enlightenment as mass Deception" talks on how commodity culture affects the consumer. He writes:

Cultural commodities are made to deceive the audience. They are made to sedate the audience, to make audience conform to the current social order. The power of culture industry is such that

conformity has replaced consciousness. Through radio, TV, newspaper and media as a whole, culture industry divides the way people live, and compels them to comply with what it wants them to do. These media are in turn controlled by the capitalists and they necessarily serve their interest. (280)

Advertisements not only try to persuade their audience or the target population, they also amuse because they are the works of art intended to exert an effect upon the audience. Advertisement as works of art take different forms according to their technical qualities, the medium through which they are broadcast etc. And of the various advertisements, those that have more visual effects can attract their targeted audiences more powerfully. So at this, Television advertisements come first, which have become the focus of this research. The research focuses only on audio visual advertisements that are broadcasted through NTV on regular basis. The audiovisual advertisements have both audio and visual dimensions that make them more attractive and at the same time more complex. The visual effects are more powerful than that of audio. The visual advertisements, therefore more powerful to have desired impact upon audience especially children become the victim, most. Television media has provided the advertisers a platform for broadcasting their audio-visual advertisements to their great number of audience. So, that the advertisers have great power over the media. Therefore the best way to win the attraction of audience is the creation of visual arts / audio visual effects. As Monle Lee and Carla Johnson say:

Aid is a paid, non-personal communication about an organization and its products that is transmitted to a target audience through a

mass medium such as Television, Radio, Newspaper, Magazine, direct mail, outdoor displays, or mass transit vehicles. (250)

Advertisement and commercials share a large part of the mass media as they generate the largest revenue for operation of the media itself. Mass media nowadays has become largely pictorial which intermixes colourful images with sounds. The TV cultures, is all pervasive in our present day society. No one remains untouched by the colour of media. Media, especially TV, become one of the very powerful systems operating in modern society to the extent that it controls society and its people. As John Hartley says that the public, which views, observes and controls the image is made up of pictures:

But nowadays, there is no physical public domain, and politics is not 'of populace', contemporary politics is representative in both senses of the term, citizens are represented by a chosen few, and politics is represented to the public via the various media of communication. Representative political space is literally made of pictures- they constitute the public domain. (35)

One can achieve good market who can advertise most. For example, most of Nepalese noodles like *Ruchee*, *Lekali*, *Shakalaka Boom* have a strategy of "buy two and get one". Thus most of consumers can get those noodle in low price, to attract the interest of people, especially children become the focused and primary aim of advertisement agencies. Through their coloured mixed images, words and attractive pictures, school going children receive knowledge of products from TV and ask their parents for those goods. An article of C.N. Sondakki states about the advertisement. He writes:

Advertisement as a form of communication intended to promote sales of products/services to influence public interest, opinion, to gain political support, to advance particular cause or to elicit some other response desired by the advertisers. (122)

Children's attention to TV advertising can be measured in a variety of ways. Children can be asked directly whether they watch and remember advertisements or parents can be questioned about their children's reactions to Televisions advertisement. A more objective method used by some researchers has been to make their own direct observations of children's attention to the TV screen during advertisement breaks. There are two principal issues concerning children's understanding of TV advertising. The first concerns their understanding of what TV advertising is about. What is the purpose of advertising? How does it differ from programming in its aims? A second important feature of children's understanding relates to how much they are able to follow and interpret the appeals made by adverts for the commodities being advertised. Major motif of averters is to persuade it's consumers using colourful language, attractive picture and cute words. A key component of the selling motive is the persuasive intent of advertising. If children are unaware of the persuasive purpose of advertising, they are more vulnerable to it's influence. So children because of TV advertising, attempts to influence their parents to buy advertised products seen on television show a marked decline. Children are more likely to make requests for products which are frequently consumed by them, such as breakfast cereals, snacks or sweet, or for products that are particular interest to them, such as toys or those with special offers. In this sense-Barrie Gunther and Gill Mcaleer in their "Children and Television" write:

Children are allocated to various viewing conditions. Some of the children will generally be shown advertisements, usually for various kinds of toys or snacks. After being exposed to advertising materials under controlled viewing conditions, the children will be given an opportunity to select a snack or toy out of a range of items. The key findings rest on the product choices that are made. If there is a tendency to select those items of which commercials have just been seen, rather than items not featured in the commercials, such a result is taken as evidence of an effect for advertising. (146)

Mostly audio visual clips simply attract interest of audience, especially children and hit their mind to consume those products at any rate. Advertisers have made several tendencies to promote their goods easily in the market.

Children not only follow the steps of advertisements they try to understand what the message about. They can get knowledge of that products quality as well. Most of the parents do not accept that TV ruins the mind of children. But other parents view that TV totally ruins their children's behavioural attitude. Their various habits like- hair styles, forgetful, irregularity, irritation can be seen on them. This is because of TV and its various programming. So media's main aim is to attract its targeted audience without consumer's acceptance ad purpose of advertisement can not be fulfilled. The main purpose of advertisements is to persuade the audience to buy the products for their mass services the effectiveness of advertising depends upon the quality of advertisement. In this way, there is a direct relation between advertising and audience impact. So it is very important to know the audience like and dislikes before doing the advertisement.



Wording with clear message musicality, trustworthiness entertainment. As Barie Gunther and Jill Mcaleer writes:

a) Advertising: why they concern b) children's reactions to advertising c) making sense of Advertising d) Children's Distinctive awareness of TV advertising e) children's understanding of TV advertising f) what do children Remember from TV Adverts g) The selling purpose of TV advertig h) Children's trust in TV advertising i) Do children want what they see advertised on TV j) Is there a behavioural effect of TV advertising (271).

However, children's exposure to TV commercials also has to do with how much television they watch and what they watch, Children do not like to be away from TV. So there are conflict among families. Father likes to watch News Channel, mother likes to watch films and serials, but school going children want to watch cartoons and other comedy programmes which contain advertisements as such text. Children sit with their books and pencils for their study. While their minds are totally diverted to the Television programmes. Advertisers have known for years that children's television and children's advertising are an important aspect of marketing strategy, or children become the focused /targeted group of advertisers. The child is first brought to the advertiser's doorstep by programming which is directed at and meant for children-this could be anything from different programmes like cartoons to children's films serials, comedy programmes and other entertainment programmes. the child safely interested to the advertisers steps in with a series of commercials for product or services that a child is expected to be interested in sweets, chocolates, toys, cycles and even food stuffs and beverages, hoping

to make enough impact to send the child scurrying off with a new request. The motto of advertisement agencies is to attract its consumers, basically children, closer to their TV sets and advertising as well. As Junther and Mcaleer writes-

[---] children's media habits path finders had concluded that the growing interest that manufactures and advertisers were expressing in the choices that children made or did not make. Stemmed from the fact that children now have more money at their disposal, they can and do, influence family choices and, lastly that they need to be worked upon if the purpose is to instill brand loyalty. "Catch them young" is the motto of today's ad world and, as we can see, not only is there more and more child specific advertising but also if we take all the channels available into account there is more programming to bring children closer to their TV sets. (252)

Children, learn to accept the ideals imposed on them by Television and advertising and are not equipped to protect themselves from these influences. They unconsciously learn advertising codes and are not trained to evaluate, the real worth of products against what might other wise have been considered the priorities in their lives.

Advertisement agencies focused group become the children with their various devices used in the advertisements. Elder person do not believe the colourful attractive presentation of advertisements. So they just watch them carelessly. They are able to understand the strategy of advertisements. But children do not care the message primarily. They try to follow footsteps what the Television broadcast, knowingly and unknowingly Children get good knowledge from TV and its advertising as well as their

parents say, that they are also gaining negative message also. Use of children in the advertisements also major devices of advertisement agencies to attract the children from which they surely demand with their parents those products what they see in the advertisements. So that TV advertising main motto is to lure the children for their products, services etc. in sum up, children become the target group of Television advertising whether they accept those products or not.

Different NTV advertisements collected are the focus plan in the research, especially that advertisement which is related to children. Different audio-visual clippings broadcasted through television become the primary documents to analyze the research paper. Basically, children in the advertisement and their frequently used products are analysed in the chapter.

## **Chapter- II**

### **Advertisements, Children and Their Buying Behaviour**

As per the existing pattern and operation of impact of NIV upon children advertising in collected Nepal Television advertisements, there is the possibility of categorising them on different heading for textual analysis. Some industries do have an effect of disciplining authority over the audience. Television commercial is one of the most effective and powerful means of product advertising in today's world of media and technology. Television advertisements provide possibilities for the use of both audio and visual effect to draw the attention to audience. More than audio, it is generally understand that visual effects play an important role and are exploited in television commercials. The ultimate aim of the adviser is to capture the psychology of the audience and draw his/her interest to consume the products of various creativity is used to design advertisements with all possible audio-visual effects intermixed.

Most of the Nepalese advertisements are made to attract the interest of children, thus; it is obvious, even from observation, that most of the ads produced are influenced by the conscious /unconscious desire of the designer. It is also because the supposed desire of the common audience, especially school going children, is the central focus of most of the designers and that desire is what they try to impose. The topics below take ahead the part of textual analysis of different advertisements categorically.

An advertisement agencies' main purpose is essentially to persuade their audience and draw the attention to consume their productions. A good way to understand purpose is to ask your self why the agency chooses such aim rather than another. Although the primary of an argument may to persuade its audiences / consumers to accept some belief

or undertake some actions, an argument might easily include advertisement for informing, amusing, persuading or moving their audience. Having more than one purpose is fine as long as one purpose does not conflict with another in the same work. As a general, how ever, we should try to make one purpose prevail within any one work. The main aim of advertising agency only is to persuade and moving as well. They use various graphics only to persuade and make their audience consume more their products.

Let's make an analysis of some advertisements where persuasion is pervasive. Most of the children try to consume those products which are advertised in their television set. The ad agencies try to show their products without concerning the relation of dialogue and the related products in the ad. The noodles *chatter patter* is a fine example for this research. The audio version of the advertisement when translated into English reads like this-

Son- Mummy, what do we mean by darling?

Mummy- To whom we love most, why my son?

Son- our father was calling Darling to neighbour aunt (my translation) He eats *Chatter Patter* noodles.

Figure- I

As the video narration of the advertisement conveys the noodle is shown just to attract its audience. It does not concern its language and products. When the child asked his mother about the word 'darling', she answered innocently. When his father listens son's dialogue, he becomes confused and drops the tea cups. The relation between the dialogues and the product have no relation as such, the television audiences, especially children, look only the product, do not care of the advertisement language. The persuasion becomes the main aim of production. Without persuading their consumers, they can not promote their goods in the market. So the above example can not persuade consumers properly. Not only in productions, has each and every field needed persuasion: As *Robert railler* writes-

Persuasion ranges from advertising to scholarly argument. Between these extremes are dozens of situations in which persuasion is fundamental to every day life when you apply for a job, try to borrow money, or ask your landlord to fix the plumbing, you are using persuasion in an attempt to get someone to do something you want. At other times you use persuasions to achieve benefits for others as in trying to raise money for the victim of a feminine or in trying to persuade the government to protect an endangered species or wild life. What all of these examples have in common is that presume the need to change some one's mind. We need to persuade others only when differences of opinion exist. Persuasion is unnecessary when widespread argument already exists (185-186).

Television commercials are focused only to attract its mass audience as their consumers. So advertisement agencies try to lure consumers using extra ordinary graphics.

Persuasion or to persuade the mass audience is their goals. Without persuading, advertisements agencies can not promote their products or services. Most of the Nepalese noodles use their threat language to promote their services. The Nepali Noodle '*Ruchee*' is also an example for this research. In the advertisement '*Ruchee Chhaina Kehi Chaina*' is used. This presentation of the statement surely threat the children that without this noodle, others are not good to consume. It has spread its message that three packets for twenty (20) Rs. Most of the children, view that they use *Ruchee* noodle. So *Ruchee* Noodle is persuading its consumer giving various prizes as well. When we buy two packets, one pack we get as prize. So that most of the children use this noodle. During research process, children answered that they know

#### Figure-II

Those products and prizes through Nepal television commercials. So commodity cultures really attract the mind of the children. This is the age of media. As media imposes various graphics and promote their goods easily in the market. In this noodle also in order to persuade consumers, it has imposed various graphics. As *Robert Keith Miller-*

Although people some times make decisions upon impulse, and some germs of persuasions (like television commercials) are designed to inspire unreasoned decisions the most persuasive argument are those that skill make sense after we have thought about them for a while. It follows that persuasion should appeal to the mind as well as to the heart. (186).

The impact of advertisements-which sell along with cleanliness concepts of beauty and status as part of the purchase was greatest among children of the lower classes. There was also, we found, a direct relationship between the advertising on television and the purchase of the products concerned. Children have come to believe that not only must we look attractive, but so must our homes. Materials comfort is high on their inspirational agenda. This understanding is not accidently acquired but stems, as we shall see from the images that speak to children from to TV. screen. Individuals are becoming subservient to the absolute power of capitalism in the mechanical reproduction. Capitalistic mode of production always for the consumers. They use various graphics just to lure attract the interest of consumers. Polished and coloured pictures and statement make the children to consume their products. So that commodity culture always devoted to their consumers.

Another advertisement of *Clinic Plus* shampoo in reads like this-

Kalo Kalo Kapal, *Clinic Plus*\_ko kamal,  
Chainna phoor chaya, *clinic plus* ko maya,  
Baliyo chha sharai, *clinic plus* bhayerai  
Kati parcha aama, ek rupaima.



A small girl seems bathing in her bathroom singing clinic plus's song with her mother. Black hair, anti-dandruff hair, strong and fresh hair is the only cause of clinic plus shampoo. It suggests that without this shampoo these above features can not be achieved. What the positive feature does that is due to clinic plus shampoo. Clinic plus shampoo spreads its positive points only. But most of the consumers of this shampoo, use this shampoo because of advertisement broadcasted in their television. Because of cheap price, they are using this shampoo but the children say that clinic plus shampoo is not so different than others shampoo.

A girl is bathing with Clinic Plus shampoo. She pours the liquid on her hand but her hand becomes full of liquid. She seems happy because of full hand liquid. She has purchased only for 1/- Rs. And she says at last 'Ek rupaima yetro shampoo'. During my research process, I have gone through different child and asked them which shampoo they use. At least 60% of them answered that clinic plus shampoo is good to them because the television commercial says that clinic plus is only shampoo for their for their silk and long hair. Clinic plus also stops to let the hair drop. Clinic plus shampoo at last concluded its advertisement that for silky hair 'clinic plus' is the only solution. Here in the advertisement of clinic plus shampoo, it is using its sweet language on consumers. At Karl Marx defines how the bourgeoisie minded producer imposes various productions over proletarians. But the consumers are not aware of the quality of those goods. "They can only serve to fascinate the arrangement of historical materials to indicate the sequence of its separate started" (625).

While the small girl bathing with the shampoo in the advertisement, the TV viewer's especially small children want to copy the same what the television broadcasted.

If we ask, then why they are using. The answer is sure that television has said that clinic plus shampoo is very useful than others. The visual picture is much more powerful device than audio ads. As *Karl Marx* Writes:

In the social production which men carry on they enter into definite relations that are indisputable and independent of their will, these relations of production correspond to a definite stage of development of their materials forces of production. The sum total of these relations of production constitutes the economic structure of the society the real foundation, on which rises or legal and political superstructure and to which correspondent definite forms of socio consciousness. The mode of production in material life determines the social, political and intellectual life process in general. (626)

Human life is determined by the materials products. Without which one can not exist in the society. Society has its several hierarchies. Some are poor and some are rich. As they have group can achieve their interested thing. Poor can not. So that poor are compel to buy low qualitative object only to survive. This sort of gap makes the society divided.

Similarly, there is another advertisement of *Colgate* toothpaste. To quote the audio versions of the advertisement, the audio versions of the advertisement, the advertisement reads like this:

A child- He is my father, He is a dentist.

Dentist- please tell me what does a dentist do?

Children- Dentist cures our teeth. Then who cures dentist's teeth.

Dentist- Colgate saves our teeth. Most of the dentist's use Colgate because of its calcium and minerals makes teeth stronger than other toothpaste does.

A lady- let me tell who cures our teeth.

Children- Colgate. Colgate stops decaying teeth, Colgate. (My translation)

### Figure-III

### Figure-IV

As the audio narration of the advertisements conveys, the Colgate is designed to bring freshness. Children believe whatever elders suggest them. As the advertisement reveals out that the children are cured by dentists and dentist are cured by Colgate. It is said that dentists do not need any toothpaste. As the ad suggest that most of the dentist use Colgate to cure their teeth. Because of calcium and minerals of Colgate toothpaste, our teeth become stronger. First of all children know only that dentists can cure them but later they accept that 'Colgate' is the last solution for freshness and strong teeth. Most of children receive this idea by watching this ad 'Colgate' is the only solution for fresh and strong teeth because if most of the dentists use Colgate then why they do not. In order to cure our teeth dentist are not as important as Colgate tooth paste. Then most of the

children, say that dentist, can not cure as much as Colgate does. So the picture or audio-visual version of advertisement makes the child confused. Children use only Colgate tooth paste, not with brush. The advertisement do not suggest about the brush. Here, in the audio-visual effects, the paste is highlighted rather than brush.

In the advertisement, how commodity culture effect the consumers is shown, without knowing properly; children are using products only because of broadcasted advertisement. In this age, we are losing our subjectivity and we are all the time judged by the market value-exchanged system which makes a difference and reality. Through different medias, agencies are broadcasting various goods for consumers. Technology has acquired power in the society. They use the power of language, colour their products available in the market. Technological rationale has become the rationale of domination itself. As *Namita Unnikrishnan* and *Shilaja Bajpai* write-

[---] Television advertising plays in promoting consumerism, one inescapable conclusion we arrived at was television advertising is a highly selective process, and directs categories. These account for the overwhelming majority of commercials. (234)

Use of various ideas like coloured and attractive figures in the advertisement lure the children to taste at once. So that Television and advertising plays to promote goods directly hits the minds of consumers.

Most of the parents view that they are obliged (compel) to purchase their children's demand. If they do not full fill their demand, surely children revolt against them. The demands made by children and response of parents to them is something that needs to be carefully watched. Not only can this become an area of conflict, it can also

lay the ground for dissatisfaction in the children who might feel that they have been deprived. On the other hand, without concerning their children's demand, a parent can not hope to limit these. Television commercials, as we have seen are responsible for putting consumption ideas into the heads of children. According to *Charles Alkins-*

There are several ways that commercials may contribute to unhappy feelings among young viewers: (a) when advertising induced requests are denied or unobtainable, children may become angry and upset; (b) when the child's own social or psychological condition is less satisfactory than life situations portrayed in the commercial, dissatisfaction may result, and (c) when advertisement create high expectation regarding the performance of products, actual experience with the product that falls short of anticipation may engender disappointment.(250)

Children are totally influenced by the television advertisements so that if they want the broadcasted products, parents should fulfill their demand. Other wise they seem disappointed and express dissatisfaction.

## Figure-V

The advertisement of *Chocofun* sweet is yet another example among the children and their most desired sweet. In the advertisement, children are dancing with chocolate saying Chocofun, Chocofun. They are eating and dancing with sweets. It seems that children can not be happy with another sweet. In order to make children happy, *chocofun* is the only thing. 'Manama Jaganchha, Naya Umanga, Harpalko fun, oh my chocofun is the main message of the advertisement. The repetition of oh my Chocofun several times suggests that there is no other chocolate sweeter than *chocofun*. Just in other to promote their product and services, advertising agencies use various element like Brevity, repetitiveness, complete capsules, music, colours, technical superiority, emotional manipulation and role models. The use of children, dancing with chocolate, dancing is the special attraction to buy that chocolate as soon as possible while children's are dancing in the advertisement, the audience try to follow the same actions what the Television does. The chocolate is so small but we are paying high amount of money not especially for the sweet but for its advertising. To promote various goods, among mass audience, they promote those good through advertising. So, that aura /originality can not achieve from the producer. In the name of enlightenment, they are instrumentalized their reason. In short, instruments are given higher position than real objects capitalism's main enemy is aura. No aura is accept for capitalism's. During enlightenment period, then after, all thing being commercialised. Truth has been lost, falsity has been established without consuming the capitalistic production we can not exist or we are compel to purchase their productions. In the age of mass production, advertisement plays an important role to promote their goods because of eighteen century enlightenment people get good

knowledge about the technology. Through technology, they use several things for the mass not to serve them but to earn a lot.

Children, television, especially Nepal Television, at home and surely they watch various comedy programmes and receive advertisements ideas. For example Jeere Khursani, Tito Satya, Meri Bassai, Jhainkuti Jhain etc are the programmes watched by children. Children get irritation of advertisement during serials. Most of them do not watch any News and talk show. Some parents argue that their children can copy what the advertisement broadcasted. The children copy the different advertisement together with TV. An article by Udaya Lama in Kantipur daily has been stated "Television viewing is harmful for children" (4) which ruins the cute minds and let them to follow the false ideology.

Another Nepali female writer Chanda Bista has been argued in Nepal Samachapatra. "Balbalikama Television ko Monobajnanik Prabhav" stated that Television does not good to children. According to her- they try to copy what they have seen on Television. Their speech, hair style, walking style, get up-all behavioural activities get changed, while they are busy on watching TV, they forget their daily activities or they ignore each and every important task. As *Holtzman and Wayne H.* write in UNESCO report-

Educational TV and its impact upon young children are of special interest to many countries because it offers a promising new opportunity for the pre-school education of millions of children in the home, a community center, or any other location where TV can be viewed by children. The policy implications of such TV programming at both the national and local

levels are highly important, leading many educators launching such programmes. Once the ramifications of Educational TV for young children are examined [---] (548)

Television is such media which attract its audience not only by audio graphics but also by visual narratives pictures. Advertisers have made such pictures using various colours and attractive presentations.

#### Figure- VI

Another good example is the advertisement of *Viva* (Horlicks). In the advertisement two small children are praying with their grandmother. The boy tries to steal a laddu, suddenly he is caught by grandmother and she says to him- 'Ahile Honia Babu'. Then Buhari appears and says, mother in law started by praying and she started



giving *viva* to all family members. When the children take cups of *viva*-they suddenly took and go near to grandma and say to put tika to *viva* also. Grand mother wish *viva*-live long life. In the advertisement it seems that only to wish *viva*-the scene of puja is presented. Two children, when they saw cup of *viva*, they go near to mother. In the advertisement the use of attractive graphics makes the viewer to consume the VIVA. Children's attraction is caught by the ads and laughing makes the viewer more to consume *viva*. In the advertisement, grandmother is wishing long life not for her grandsons but for the product, *viva*. So, this part of advertisement touch the elder viewer but the small children do not care for that policy, they understand only message that there is the only *viva*, which makes us healthy and long life. Grandmother's last word 'Dirgha Jibi Bhaba' not to her children but for *viva*. This sort of advertising tactic, children can not understand. As *Kiran B.Chhokar* and *Roopal Kawal* write in Experience of Children's Television"-

They (children) seem to love Jingles, music and visuals of television advertising preceding or following television programmes not merely as spices to their menu but as the main item of interest in it's own right.

Repetition is one of the main characteristic of advertising approach to community. (766)

Several times or the repetition of the words in the advertisement directly influence the audience. Some advertisements are made up of music. So, those children knowingly and unknowingly are getting entertainment with that advertisement.

People are being commoditized. Through advertising, promoting various goods they try to impose their goods. So that *advertisement is the life blood of culture industry*,

Enlightenment brought the ideology of utility of art and encouraged mass production. To promote mass production, advertisement is the only way to promote their goods. In commodity culture, there is no distinction between general and specific, only caricature style is developed unlike the genuine style of the past. Capitalistically produce art kills individually of people.

Through machine, they change the quality of goods, even the quality objects can be high quality. Art has been mechanized, technicalized and industrialized. The sole purpose of capitalists is to money, to block the right information to block device. It prevents others products from circulating in the market. Now, money determines rational faculty of human beings. As *Adorno and Horkheimer* write-“Enlightenment as mass deception, Reason is based on economic status, Reason is capitalist formula to deceive us.”

(23) Language in commodity culture is debased in announcement and advertisement. Words have become commoditized and trademarks. Words are given higher priority in the mechanical age. So that advertisement becomes the prior device to promote goods in this mechanical age.

An example of *Kwik Chocolate* is a suitable illustration. In the advertisement, a boy appears with a chocolate among his friends. They are playing hide and seek and say that winner wins the *kwik* chocolate. The boy's mouth already begun full of water. All the children except the chocolate holder hide. Then, the boy, who is holding chocolate, started eating chocolate in loud sound. Then all the hidden children appear one by one. The chocolate user wins the game. The last message of the advertisement is that who use his/her mind, he /she eats *Kwik* chocolate (my translation). In the advertisement the message of the advertisement is that *kwik* chocolate is the only chocolate to be fresh and

fond among the children. The advertisement says that in order to eat *kwik* chocolate one should use his/her mind properly. Most of the children do not agree the last message of the advertisement. They say that *Kwik* chocolate is not the only chocolate to eat by using mind. They say that *Kwik* and the Chocofun chocolate are same. Most of the parents agree that they do not give money to buy chocolate to their children. The boy whose mouth full of water makes the viewer to use it as soon as possible, when children watch the advertisement, they surely want to consume that chocolate. The child in the advertisement and his full-water mouth is the key medium to attack the children. So this can be the only tactic of the producer to attract the attention of the consumers, especially children.

But on the other hand mechanical reproduction is beneficial for poor people. They can not achieve aura because of high rates but mechanical reproduction makes their life possible to consume goods easily in minimum price, whether the quality of goods do have good quality or not, they are obliged to consume them. "Some aesthetic people say that due to the mechanical reproduction of art, it has lost its aura, a certain effect and a sort of over whelming impression towards its (28). In today's Nepalese market is full of various noodles with different scheme. We get one free if we buy two packets. Such noodles are Ru-chee, Lekali etc. Rumpum noodles has its own extra Scheme- 'photo packetma, paisa pocketma'. It has spread rumor that if we win 10,000/- Rs, Our photo will be in the packet. Most of the children get tired of buying these noodles. They say that the scheme is just a rumour because they do not get any prize yet. Children are using Rumpum noodle to have money and picture on the packet. Because of this rumour,

producer is getting well marketing through this advertisement. The photo or the camera makes the object which determines the quality of goods. So most of the children run after noodles to get money and photo as well.

Figure-VII

Figure-VIII

Children watch a lot of TV commercials with their parents and consequently see and absorb the same kinds of advertising messages as do the adults. This is not to suggest that child specific advertising in any way promotes a healthy attitude to consumerism. The break down to response by social class present some interesting findings. In the 8 to 15 years age group, nearly 80 percent of middle class children said they wanted advertised products while children from upper and lower classes reacted less enthusiastically 58.79% upper class: 60.23% lower class. However, in the youngest of the respondents (those in the 5 to 8 years age group) and their families, it was lower class children who were most keen to have the goodies in television window display. It seems that because of television advertisements and to consume those products, two classes appear as Karl Mark categorised. Parents and elders of almost 40% to them said that their children forced them to purchase products advertised on television of the total sample in this age group, 80% said they were influence by TV commercials and wanted to own advertised commodities.

## Figure- IX

## Figure-X

An advertisement of *Horlicks* is the suitable example for this research. In the advertisement, the children's different roles can be seen. Two children caricature as a woman and go to buy some milk. A woman is busy on her work. Children threw an insect to her, and then she runs away leaving milk. Then the children took the milk to make *Horlicks*. At last the advertisement message "Je gare Jaso gari dudh leure". Most of the children make *Horlicks* not doing any good acts but by making various tricks. They can buy milk and other things to make *Horlicks*, eat *Horlicks* and dance together. *Horlicks* is necessary for our health and body. We should maintain our body using various products. But the advertisement message that there is the only *Horlicks* that make us healthy. Children get knowledge from this advertisement that by stealing milk, we can make *Horlicks*. The advertisement agencies do not care for the message on its viewer. Children try to act same kind of way what the television broadcasted through and the children forced their parents to have for new products. The responses were interesting in that they were extremely low while 80% asked for new products, just over 20% admitted that they

argued, forced or even fought with their parents for them. 70% of parents argued that they are compelled to fulfill their children's desired. Other wise they do not work, study. In short it children do not get their interested demand; they do not obey their parents. Most of the shopkeepers have kept those products especially what the television broadcasted during the days. For a small scheme, children purchase goods. For a small toys like Ghurra, Firfiree, whistle etc. They are spending money not specially for the products by for toys. So this sort of technique made by producer is effective for their markets. As *Namita unnikrishnan* and *Shilaja Bajpai* viewed-

When children find that the thing they see and want are beyond their economic reach or are not being brought by their parents. The experience a sense of disappointment, rejection, anger, frustration and even anxiety. Where as the lower class child may want popular sweets to share with other children in school and consequently feel desolated if parents do not rush out to buy them the latest sneakers that everyone else is wearing.

(251)

Many children have begun to associate happiness with owning or possessing a toy or with simply being indulged. So this all above show how commodity culture are influencing over consumers. Actor's performance is presented by camera. Guided by the cameraman the camera continually changes it's position with the respect to the performance. Camera has transformed the very concept and status of a work of art. The message of art can not understand properly. In the advertisement of *Junior Horlicks*, a mother is rushing after her son with a plate of food but the child does not like to eat. When she feeds *Junior Horlicks*, the child seems glad to her. The message of the advertisement seems confused.

I think, it is telling that *Junior Horlicks* is fantastic than any other food. Nonetheless, as I have mentioned earlier, all the children watch these advertisement and many have learnt to parrot them even when they do not fully comprehend the language and message of the advertisement. One art or advertisement should have something to tell their audience or without any message nothing is complete but only to show the objects, agencies are forgetting the way of presentation. The advertisement of *coca cola* is such suitable example. There is used various instrumental devices like a factory can be seen in the advertisements. But later *Coca cola* drops in a basket and Nepali pop singer *Nima Rumba* drinks emotionally. Most of the children do not like to watch that advertisement because they do not understand it. What they can understand at the later part of the advertisement is that the it is the advertisement of cold drink, *Coca cola*. Nothing has been presented in the advertisement. How *Coca cola* is useful and healthy for body is not mention in the advertisement.



Figure-XI

Figure-XII

Only the product can be seen. So that camera decides each and every aspect in the advertisement. As *Adorno* and *Horkheimer* write-

Cultural commodities are made to deceive the audience. They are made to sedate the audience to make audience conform to the current social order. Culture industry deprives people of their critical thinking and their ability to change of the world, it is a tool used by the ruling class to maintain the status quo. The power of culture industry is such that conformity has

replaced consciousness. Through radio, TV, newspaper and media as a whole, culture industry derides the way people live, and compels them to comply with what it wants them to do. These media are in turn controlled by the capitalists. (280)

In the age of capitalism, every aspects of life is subjected to the false knowledge of bourgeois is society and modern science and technology are also subordinate to capitalism.

Next advertisement of *Pepsodent* toothpaste shows the same quality related to children and their activities. In the advertisement, father character watching football game on his television set. His son is also sitting near by him. But he is watching his father's activities and copies his actions one by one. The son follows father's activities one by one. He follows father's activities regularly. It seems that he is not watching TV but watching father's activities. At last the message of the advertisement of the advertisement is that children should not copy parents but they should also learn some positive activities from their parents too. That is brushing teeth before bed at night. So that germs can not even touch them. The viewer of this advertisement, basically children, become glad when they see this advertisement on their TV set. Most of the parents say that their children do not like any disturbances during this advertisement. It seems that children are smiling as the child smiles on the advertisement. Parents agree that most of their children do not brush teeth before bed. If they brush, their demand is the pepsodent to brush teeth. It is because of the television advertisement.

Figure-XIII

Figure-XIV

Here, in the advertisement, persuading the consumers by hooks and crooks become the motto. The use of smiling child is the root device to attract the attention of consumers. Furthermore, the television set, by occupying a central and almost permanent position in the homes is like a member of the family. As an experience, therefore, it has an enormous impact on children, especially on those less than six years of age. According to *Ellen Wartella-*

[...] Research on children's understanding of the purpose of commercials has relied on children's abilities to articulate the persuasive aspect advertising. Typically children have been asked open ended questions such as what is a TV commercial. And what do commercials want you to do? Results of the various survey studies seem to indicate that below age six the vast majority of children can not articulate the selling intent of advertising. (50)

The advertising aspect of the TV experience is not as many us would like to believe, especially for children, purely related with entertainment. Television as the most influential of all media, also educates. It has the task of holding viewer attention, a task

determined by its profit orientation which distinguishes it from public education systems geared to transmitting and upholding social values.

Each and every aspects of society have been controlled by the capitalism. “Human subjectivity is reduced in this capitalistic society to the status of mere object by the exchange value.” (281) Modern bourgeois culture is a false knowledge whole. “The cultural perpetually cheats its consumers of what is perpetually promises ...”(281). It transforms art into commodity and people into co placement consumers, depicting a realistic world that is no more than the combination of stereotypes advertisement. The whole world is made to pass through the filter of cultural industry similarly,” The culture industry as whole has moulded men a type unfailing reproduced in even product” (281). We are brow beaten by the capitalistic ideology which operates through media and advertisement, not to ignore what it says. Children are in sense, reified, without knowing it.

The advertisement of ‘*Lifebuoy*’ soap reveals the some issues as related to children. A small child is suffering from stomachache. He is not interested in playing and running. He is found by a doctor and taken to his house, Doctor suggests that he should care of his health. Then the doctor asked for bathroom and goes there. He finds soap and replaced that unnamed soap with *lifebuoy*. He secretly replaced that soap in place of next. It shows that if we use another soap rather then *lifebuoy*, we will surely be unhealthy. This advertisement shows it’s capitalistic nature over consumers. The doctor can asked to owner to change the soap but he does not. The doctor seems as the representative of capitalistic society. The house owner has kept soap in his toilet but the capitalistic nature doctor throws it out. When the soap is kept in bathroom, the child started playing

and jumping. The advertisement does not show the child washing hands with the *lifebuoy*. Just to modified the attention of children, the use of child in the *lifebuoy* soap advertisement can be seen. So that small children could follow the advertisement and buy their products. There are various soaps available in the market. Then, why the doctor suggests them to use *lifebuoy* only. This idea of forced and threat can be the example of capitalism. As *Namita* and *Shailaja Bajpai* write-

[---] Advertising is not just a business expenditure undertaken in the hope of moving some merchandise off the store shelves, but is rather an integral part of modern culture. It's creation appropriate and transforms a vast range of symbols and ideas, it's unsurpassed communicative power recycles models and references back through the network of social interactions. This venture is unified by the discourse through and about objects, which bonds together images of persons, products and well-being.  
(225)

Because of moving pictures most of viewers are attracted because of its colourful images and graphics. Advertisers have used several logos just to get well marketing. This is, because of communicative power by which they can attract consumers.

An example of Real Juice is another example of the issue. Mango juice, pineapple juice, orange juice and Juava nector are given words to lure the children. In the advertisement some children are drinking Real liquid with dancing and singing. The advertiser had said that real not only in single taste but others as well. 'The original Goodness' is its logo to reach the consumers. It ahs spread it message that Real Juice is the original Juice available in the market. Because of children's entertainment of the

advertisement, our viewer children audience are really amused and attract by those advertisements.

During my study, I observed and discussed how passivity can be included by TV, especially amongst very young children's. In answer to a question on what their children usually did while they are watching TV, several mother said that mostly their children would just lie down and 'be still' Television can be induce passively for several reasons: it does not demand any reaction, response or physical exertion. Some times children particularly those who tend to be regarded as naughty and in the way, learn from experience that when they are watching TV there relative peace in the house and they are less likely to be reprimanded by their parents, elders or the maid. Although, their concentration span may be small. The constantly changing pictures on the TV screen attract their attention and lull them into a state that lies somewhere between wakefulness and sleep, with no one and nothing making any mental or other demands on them

## **Chapter III**

### **Conclusion**

Advertisement helps to sale more products to its consumers. It can also be used to create rapid sales response to the producer for mass production. Advertisements help to create the job opportunity to the unemployed population stimulate the demand and certainly increase the living standard and social status of the country's population. It increases market efficiency with economic scale and helps maintain competition in a global economy. Thus, advertisement encourages and plays a dynamic role overall development of the country. As the test of different audience, especially school children, to their age, education and class. The advertisers must consider about the kind of product he/she is advertising must cover his target audience groups to whom the ad is done.

Nepal Television advertisement is the most effective means of mass communication which provides information about a product to its potential audience. It can be said that advertisement is the life-blood of commodity culture. Advertisement in television gives additional credibility and extra impact than other Medias communication. Its ability to appeal both sense of sight and sound (audio-visual) directly hits into the eyes and ears of the audiences. Being a developing country, Nepal where most part of the villages is inaccessible to reach daily watching News paper due to various obstacles. Television has undantly emerged as a powerful media to broadcast different messages. For that, NTV advertisement combines the merit of their messages easily through advertisements. The main objective of the study is to get better in sight into NTV advertising effects especially on children. Children are those innocent animals who can believe each and every thing what the elders says. So that they receive message from

NTV and try to follow what the NTV broadcast. To meet the goal of the study suitable analytical tools and proper analysis has been maintained. From this study, it is observed that different audience specially the children audience prefers musical advertisement. The use of children in the advertisements like Colgate toothpaste, chatter Patter cheese balls, Chocofun chocolate, U N Me cheese balls and many other advertisements are made to attract the mind of children. They see the advertisements and try to follow what the advertisements say. They keep their grounded demand with their parents whether parents do have money or not. So that use of children in the advertisements is a means of attraction to the mind of all audience. Sometimes they use polished attractive words to audience. Threat is used in their advertisement without considering the meaning of the advertisements, like we don't know what the advertisements try to message. Simply, advertisers try to persuade audience without concerning the market through different NTV programmes like Tito Satya, Meri Bassai, Jeere Khursani, especially broadcast as many as advertisements than other programmes. This type of comedy programmes like by Nepalese audience so that advertisements with in those serials plays an effective role to hit the mind of a audience.

NTV does not broadcast only foods and toys but also alcoholic drinks. There is a evidence that alcoholic drinks advertisements are most popular advertisement on NTV. This had led some to argue that advertising plays a significant part in encouraging children and teenagers to experiment with drink. The scheme of various noodles in Nepal play an important role to attract its audience. "Buy two and get one" is their special way to deliver the messages. For example – Shaka Laka Boom, Ruchee, Lekali Noddles have such strategy to reach the audience. Poor Nepali children become glad by getting those



products but they do not know that strategy of those products. We are paying much money not for food but for advertisement. The material consists as far as four or five Rs. but we are paying large amount of money for their tax and advertisements.

Children's perceptions of TV and their reaction to TV advertising have led us to conclude that (a) television is one of the most important influences in children's lives and (b) that children are watching more television advertisements than ever before and this is only likely to increase with time as television services extend their reach and offer greater viewing options. The television viewing habit is already altering the pattern of family life and social interaction in developing country like Nepal and more people watch television, the less attention they pay to alternative others activities at home and outside. Within this changing environment we noticed that children are displaying greater curiosity about the outside world. This interest is more clearly focused on countries that enjoy high standard of living in most of Nepalese house, parents try to switch on the News channels but children's keen interest go to cartoons or other serials. If they really watch news, they feel bored down and started chanting and dancing when the advertisements on Television screen can be seen. They can speak out all the words of advertisements like "oh my Chocofun, Chocofun"[...] etc why? Some times class struggle can be seen in the advertisements. Higher status is dominating over lower (poor) person. This sort of gap should be analyzed by the advertisement maker. It can be true to a well-to-do family to consume those products but Nepal is full of villages and poverty. So that there can be tussle in the family between children and parents. Children demand those products but parents do have no money to get those objects. In Nepali market advertising on NTV is today, creating a set of images especially for the school going children, alongside a host

of other dominant images for the rest of its audience. Once internalized, together these become a test of personal success and levels of achievement. This presentation does not sensitive children to own or other people's realities. The rich child might feel convinced that only his/her class really count. On the other hand, the child from a poor family class may be forced to acknowledge that the lifestyles of the higher class are the only legitimate ones, since advertising chooses to ignore his/her.

Television can confuse people, particularly children, into believing that what they see on TV is the real and complete truth. All children irrespective of their economic or social status, are influenced by what they see and hear on TV, although the meanings and messages are understood and absorbed differently by children as they bring, into their negotiation of TV information their own experiences. There is some evidence that this perceived reality can and does influence the real world beliefs of children. As for as TV advertising is concerned we have seen bow it is all too easy to be lulled into believing that it is harmless and inconsequential activity. Advertising, especially when it targets the child, powerfully promotes a consumer culture and the values associated with it.

TV commercials is one of the most effective and powerful means of products advertising in today's world of media and technology. Television advertisements provide possibilities for the use of both audio-visual effects to draw the attention of the audiences. More than audio, visual effects are exploited in most of the advertisements. When ultimate aim of the advertiser is to capture the psychology through their presentation and draw his/her interest to consume those products, various creativity like soft and polished language, use of different cartoons and children and focusing only to the products without concerning to the meaning of that advertisement, are used only to get more and more

consumer. This is how commodity culture affect the audience through their various graphics used in the TV, Television culture sometimes teach good lesson to them as well as given negative effects also. Children try to follow as the NTV broadcast. By following these steps, children are facing various obstacles so that advertiser should think that impact and draw backs of advertisements. They should not be focused only their products rather try to focus what the message would be. Just to lure the audience, they should not be greedy to get well marketing. This sort of negative or positive impact must be concern by the advertisers.

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