

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  
Abhimanyu Humagain

Central Department of English  
Tribhuvan University, Kirtipur  
December 2008

**Tribhuvan University**  
**Central Department of English**  
**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

---

Dr. Arun Gupta

Supervisor

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

Tribhuvan University

Faculty of Humanities and Social Science

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.

Members of the Research Committee:

.....

.....

.....

Internal Examiner

.....

.....

.....

External Examiner

.....

.....  
Head, Central Department of English

.....

Tribhuvan University, Kathmandu

December 2008

## **Acknowledgement**

I would like to express my deep gratitude to my supervisor Dr. Arun Gupta, Lecturer of Central Department of English, of his valuable encouragement, guidance, and valuable supervision on several aspects of this research study. This thesis work would never have been completed without his incisive observation that helped me a lot for getting this proper perspective and a clear insight.

I would also like to extend my special thanks to the Department chief Dr. Krishna Chandra Sharma for his valuable guideline and proper suggestions during my research work. I would also like to express thanks to all lecturers and staffs of English Department for their valuable support in writing this thesis.

I am also grateful to Martin Chautari (media documents center) and its all staffs for providing necessary documents for this thesis.

I am remembering to all my well wishers, friends Ramchandra Phayal, Sangam Chaulgain, Suresh Regmi, Bishnu Dangal and Bishnu Chaulgain and my dear brothers Dev Raj Humagain, Kabi Raj Humagain, Namaraj Humagain, Sandip Pudasaini, Binod Sapkota and sister Renuka Humagain (Sapkota) for helping me while I worked for this thesis.

Finally, as a personal achievement, I dedicate this paper to my parents Arjun Pd. Humagain and Yajna Kumari Humagain, whose love gives meaning to everything I do. All I have ever accomplished and all I will ever be I owe to my dear father and mother.

December 2008

Abhimanyu Humagain

Kathmandu.

## **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.

## Tables of Contents

<b><u>Chapters</u></b>	<b><u>Page</u></b>
<b>Abstracts</b>	
<b>Acknowledgement</b>	
<b>Chapter I</b>	
Advertising and Advertisement	1-11
<b>Chapter II</b>	
Advertisements, Children and their Buying Behaviors	12-37
<b>Chapter III</b>	
Conclusion	38-42
<b>Works cited</b>	
<b>Examples</b>	