



Bahria Institute of Management and Computer Sciences  
Department of Management Sciences

**Final Thesis/Project Approval Sheet**  
**Viva-voce Examination**

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**Topic for Project** "Negative Influence Of Television Advertising On Children "

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## **ABSRTACT**

A survey research carried out for the purpose of finding out the Negative influence of television advertising on children ages (8-12)

Children are influenced by media, they learn by observing, imitating, and making behaviors their own. The influence of media on children has been the subject of increased attention among parents, educators, and health care professionals. There are lot of variables that affect the children's preferences and behavior but this research only considers the following:

- ⇒ Obesity as a result of junk food adverts
- ⇒ Urge to imitate the behavior of favorite actors
- ⇒ Stifling the curiosity of trying cigarettes
- ⇒ Parent children conflict arising because of child's demand for toys

Throughout this study; the likert and dichotomous scales are applied and for those questions having likert scale applied the results are interpreted through pie chart as well as weighted mean.

Results show that television advertisements have negative influence on children and Advertisers hopefully will consider this matter more seriously.

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