

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Television is incorporated within the child's experience as it becomes part of the child's inner world.

In discussing about television and evolutionary development of T.V, some one may wonder how television affects a child of ten to eighteen year. But it is apparent that the young child is dominated by this TV. Children learn to read pictures they understand. In the watching of television, all the children see in "reality" and events do not follow the social order of the story. It is by observation of social relationship and by minor reflections of self that the child is socialized. Dumped mostly prematurely into the twentieth century, it is hardly surprising that the child still relies on what he see as the deception of reality.

As we accept that television and advertising affects the children's linearity in thought starting with the onset prints, since the young child is exclusively concerned with here and now of the present which is sufficient by demanding of his intelligence.

Advertising through television presents awesome advantages, they always make sure that through television advertising, each person's idea, viewpoints and services are given equitable space to express veritable information about their products for the wellbeing of the society in general.

There are some advertisements of some products which are not good for the seeing of children. In this study we will be looking at one of the products:

Gold Circle:

Gold Circle “Condom” is manufactured in Nigeria for population services and packed in Nigeria by the society for family health. Thrown into the mix is the crackdown on condom advertisers by the Advertisement body charge with vetting and approving advertisement.

They are worried that advertising condoms could promote promiscuity. APCON had tightened the screw with new requirements that condom advertisement may not be aired on children’s programme before 8pm on television or displayed on billboard.

HIV/AIDS activists argued that the measure is counterproductive to the success achieved in promoting the use of condoms insisting that a large number of young people are finding it difficult to abstain from sex. Advertisement of condom (Gold Circle) should not be aired on children’s programmes as this would affect the mental development of children, the advertisement should be aired at about 10pm in the late light.

1.2 Statement Of the Problem.

The general purpose of advertising is to create awareness and educate consumers on the existing product’s promotion in television and also new products. This pre-supposes that advertisement is effect because people see how the product is advertised on television. Most kids play into the world of television long before they enter school. NTA-Enugu is an existing and prominent television station in the East and applied the use of advertisement to sell out product and services. The question this study tends to resolve is how has advertising and advertisement impacted the mental development of children?

1.3 Objectives of the Study

The objectives of the study were:

1. To ascertain the influence of television advertisement on children.
2. To find out if children are guided when watching television.
3. To find out some anti-social behaviors children copy when exposed to television advertisements.

1.4 **Research Questions**

The study had the following research questions.

1. To what extent are children influenced by television advertisements?
2. To what extent are children guided when watching television?
3. What anti social behaviours do children copy when exposed to advertisements?

1.5 **Research Hypotheses**

The following research questions were relevant to this study.

- H1: Television Advertisements influences the mental development of children negatively.
- H2: The television rights of children are not protected on TV watching.

1.6 **SIGNIFICANCE OF THE STUDY**

The study looked at the effect of television Advertisement on the mental development of children in many ways; countries present how children learn from television advertisement. In a nation like Nigeria, efforts have to be put in place for effective growth and development. Therefore, this study is necessary in other to have a better understanding of this media of communication as television on how it influences, impacts and affects out behaviors mostly on children and also to eradicate the ignorance that is common with administrators.

1.7 **Scope Of the Study.**

The study of television advertisement on children is a topic that concern the moral development of children. The research is de-limited to a product which is not very suitable for the seeing of the children.

1.8 **Definition of Terms**

Operational definitions of the terms were used

Influence:

Influence is defined as an element believed to determine someone's character or individual tendencies or the ability to change the development of fluctuating things such as behaviours.

Advertising:

Advertising can be defined as a form of paid public announcement intended to promote the sale of a product or service to bring out some other effect desired by the advertising agency or is a form of communication through such diverse media as posters, billboards, newspapers, magazines, radio etc.

Mental Development: It is basically the construction of mind activity such as thought process, memory, problem solving and decision making as well as over all intelligence.

Television:

Television is a system of transmitting and reviewing of images over a great distance which means seeing at a distance, it contains both sound and visuals.

Children:

A child can be described as a young human being boy or girl, newborn who has not reached the age of discretion.

We talk about a child's upbringing for his home of today does not go together with counseling from parents that could lead the child to end up in a hard way. However, the child is a gift from God and parents are but caretakers.

Cultural factor:

The cultural background of the child also determines their intellectual growth.

Genetic Inheritance

Children can inherit quite a number of behaviours from parents, for example intelligence can be inherited so also gentleness, meekness etc.

CHAPTER TWO

LITERATURE REVIEW

This chapter reviewed literatures relevant to this research study; Impact of NTA Enugu television advertisements on the mental development of children. This chapter was organized under the following headings;

2.2. Review of Concepts

2.3. Review of related studies.

2.4. Theoretical framework.

2.5. Summary.

2.2 . Review of concepts.

The following concepts were reviewed;

2.2.1 Concept of Children.

2.2.2. Concept of Advertising.

2.2.3. Concept of Mental development.

2.2.1. Concept of children

Biologically, a child (plural: children) is a human between the stages of birth and puberty. The legal definition of *child* generally refers to a minor, otherwise known as a person younger than the age of majority.

Child may also describe a relationship with a parent (such as sons and daughters of any age) or, metaphorically, an authority figure, or signify group membership in a clan, tribe, or religion; it

can also signify being strongly affected by a specific time, place, or circumstance, as in "a child of nature" or "a child of the Sixties".

Legal, biological, and social definitions

The United Nations Convention on the Rights of the Child defines a child as "a human being below the age of 18 years unless under the law applicable to the child, majority is attained earlier". Ratified by 192 of 194 member countries. Some English definitions of the word 'child' include the fetus and the unborn. Biologically, a child is anyone between birth and puberty or in the developmental stage of childhood, between infancy and adulthood. Children generally have fewer rights than adults and are classed as unable to make serious decisions, and legally must always be under the care of a responsible adult.

Recognition of childhood as a state different from adulthood began to emerge in the 16th and 17th centuries. Society began to relate to the child not as a miniature adult but as a person of a lower level of maturity needing adult protection, love and nurturing. This change can be traced in paintings: In the Middle Ages, children were portrayed in art as miniature adults with no childish characteristics. In the 16th century, images of children began to acquire a distinct childish appearance. From the late 17th century onwards, children were shown playing. Toys and literature for children also began to develop at this time

Socialization

All children go through stages of social development. An infant or very young child will play alone happily. If another child wanders onto the scene, he/she may be physically attacked or pushed out of the way. Next, the child can play with another child, gradually learning to share and take turns. Eventually, the group grows larger, to three or four children. By the time a child enters kindergarten, he or she can usually join in and enjoy group experiences.

Children with ADHD and learning disabilities may need extra help to develop social skills. The impulsive characteristics of an ADHD child may lead to poor peer relationships. Children with poor attention spans may not tune into social cues in their environment, making it difficult for them to learn social skills through experience.

Attitudes toward Children

Social attitudes toward children differ around the world in various cultures. These attitudes have changed over time. A 1988 study on European attitudes toward the centrality of children found that Italy was more child-centric and the Netherlands less child-centric, with other countries, such as Austria, Great Britain, Ireland and West Germany falling in between.^[9]

Age of Responsibility

The age at which children are considered responsible for their society-bound actions (e. g. marriage, voting, etc.) has also changed over time, and this is reflected in the way they are treated in courts of law. In Roman times, children were regarded as not culpable for crimes, a position later adopted by the Church. In the 19th century, children younger than seven years old were believed incapable of crime. Children from the age of seven forward were considered responsible for their actions. Therefore, they could face criminal charges, be sent to adult prison, and be punished like adults by whipping, branding or hanging. Today, in many countries like Canada and the United States, children twelve and older are held responsible for their actions and may be sent to special correctional institutions, such as juvenile hall.

Surveys have found that at least 25 countries around the world have no specified age for compulsory education. Minimum employment age and marriage age also vary. In at least 125 countries, children aged 7–15 may be taken to court and risk imprisonment for criminal acts. In some countries, children are legally obliged to go to school until they are 14 or 15 years old, but

may also work before that age. A child's right to education is threatened by early marriage, child labour and imprisonment

2.2.2 Concept of Advertising:

Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor.

In Latin, *ad vertere* means "to turn toward. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern advertising.

2.2.3 Concept of Mental Development:

Mental development usually begins during an infant's childhood, not too long after they are born actually. During this time, a child's mental development will increase as they begin to use their sense, motor skills and muscles. These will work together to help the child gain a better understanding and become more aware of the strange world that surrounds them.

Infancy.

The period of time of a child's life that is known as infancy is usually defined as the time between birth and when the child is able to walk properly. This is the time where children begin to develop mentally, as well as physically and socially. Once a baby begins to walk, they are no longer considered to be an infant, they are a toddler. The majority of babies start walking between the age of 10 and 14 months.

Sensory Development:

When a child is still in the infancy period, their sensory development will increase dramatically. They will begin to perceive sounds and sights, which can be shown by them reaching and grabbing objects.

When they reach the age of around nine months, infants will begin to recognize familiar faces that appear most often, as well as being able to identify familiar objects. They will also start to recognize certain events such as meal times and be able to expect them in future.

Misconception:

A lot of people seem to believe that because children have limited brain development, they are not able to know what is going on around them. However this is quite incorrect as a baby will be able to tell when something is wrong. It is often thought that a baby will be able to tell if an argument is going on for example, and not just because of the possible shouting.

Limitations:

Although a baby's brain develops well when they are an infant, they are still unable to multi task as their small brain is only able to handle one process at a time.

Sources of Literature:

While gathering materials for literature review, information were obtained from extensive use of libraries, archives and other relevant sources of secondary data.

Also information was sourced from various fields of study that are related to the research work. These include theories and journals in mass communication, relevant textbooks in advertising and other related materials..

2.3 Review of Related Studies

Two works were reviewed for the purpose of this study.

1. *Impact of media use on children* (2010). A journal of Pediatrics and Child Health. Nigeria. May – June.

2. *Impact of television on children* (2009). S.K. Okwu. H.O.D. Mass Communication Dept, UNIILORIN. A paper presented on their Mass comm. week.

2.3.1. Impact of Media Use on Children:

The influence of the media on the mental development of children is profound. Thus, it is important for physicians to discuss with parents their child's exposure to media and to provide guidance on age-appropriate use of all media, including television, radio, music, video games and the Internet.

The objectives of this statement are to explore the beneficial and harmful effects of media on children's mental and physical health, and to identify how physicians can counsel patients and their families and promote the healthy use of the media in their communities.

Television:

Television has the potential to generate both positive and negative effects, and many studies have looked at the impact of television on society, particularly on children and adolescents. An individual child's developmental level is a critical factor in determining whether the medium will have positive or negative effects. Not all television programs are bad, but data showing the negative effects of exposure to violence, inappropriate sexuality and offensive language are convincing. Still, physicians need to advocate continued research into the negative and positive effects of media on children and adolescents.

Current literature suggests the following:

- Physicians can change and improve children's television viewing habits.
- Nigerian children watch excessive amounts of television.
- There is a relationship between watching violent television programming and an increase in violent behavior by children.
- Excessive television watching contributes to the increased incidence of childhood obesity.
- Excessive television watching may have a deleterious effect on learning and academic performance.
- Watching certain programs may encourage irresponsible sexual behaviour.

Television is an effective way of advertising products to children of various ages.

The average Nigerian child watches nearly 14 hours of television each week. By his/her high school graduation, the average teen will have spent more time watching television than in the

classroom . Studies show how time spent watching television varies between different age groups and cultures . This is especially relevant when studying the effects of excessive television exposure on disadvantaged populations.

The amount of time that younger Nigerian children currently spend watching television has not decreased significantly. A substantial number of children begin watching television at an earlier age and in greater amounts than what experts recommend. Evidence suggests that television's influence on children and adolescents is related to how much time they spend watching television . As a result, with prolonged viewing, the world shown on television becomes the real world.

Television viewing frequently limits children's time for vital activities such as playing, reading, learning to talk, spending time with peers and family, storytelling, participating in regular exercise, and developing other necessary physical, mental and social skills (9). In addition to the amount of time spent in front of the television, other factors that influence the medium's effect on children include the child's developmental level, individual susceptibility and whether children watch television alone or with their parents

Learning:

Television can be a powerful teacher. Watching *Sesame Street* is an example of how toddlers can learn valuable lessons about racial harmony, cooperation, kindness, simple arithmetic and the alphabet through an educational television format. Some public television programs stimulate visits to the zoo, libraries, bookstores, museums and other active recreational settings, and educational videos can certainly serve as powerful prosocial teaching devices. The educational value of *Sesame Street*, has been shown to improve the reading and learning skills of

its viewers . In some disadvantaged settings, healthy television habits may actually be a beneficial teaching tool .

Still, watching television takes time away from reading and schoolwork. More recent and well-controlled studies show that even 1 h to 2 h of daily unsupervised television viewing by school-aged children has a significant deleterious effect on academic performance, especially reading.

Violence:

The amount of violence on television is on the rise . The average child sees 12,000 violent acts on television annually, including many depictions of murder and rape. More than 1000 studies confirm that exposure to heavy doses of television violence increases aggressive behaviour, particularly in boys . Other studies link television or newspaper publicity of suicides to an increased suicide risk.

The following groups of children may be more vulnerable to violence on television:

- children from minority and immigrant groups;
- emotionally disturbed children;
- children with learning disabilities;
- children who are abused by their parents; and
- children in families in distress.

Physicians who see a child with a history of aggressive behaviour should inquire about the child's exposure to violence portrayed on television.

Sexuality

Today, television has become a leading sex educator in Nigeria. Between 1976 and 1996, there has been a 270% increase in sexual interactions during the family hour of 2000 hours to 2100 hours. Television exposes children to adult sexual behaviours in ways that portray these actions as normal and risk-free, sending the message that because these behaviours are frequent, ‘everybody does it’. Sex between unmarried partners is shown 24 times more often than sex between spouses, while sexually transmitted infections and unwanted pregnancy are rarely mentioned.

Teens rank the media as the leading source of information about sex, second only to school sex education programs. Numerous studies document adolescents’ susceptibility to the media’s influence on their sexual attitudes, values and beliefs.

A detailed guide to responsible sexual content on television, and in films and music can be found in other peer-reviewed publications.

Some people believe that the media can influence sexual responsibility by promoting birth control, such as condom use. No current empirical evidence supports this concept; it is expected that the debate will continue.

Alcohol and Smoking:

Nigeria’s two largest breweries spend \$200 million on advertising each year . On an annual basis, teenagers see between 1000 and 2000 beer commercials carrying the message that ‘real’ men drink beer. Convincing data suggest that advertising increases beer consumption, and in countries such as Sweden, a ban on alcohol advertising has led to a decline in alcohol consumption.

Tobacco products are not advertised directly on television in Nigeria. However, passive promotion occurs when, for example, a soap opera star lights a cigarette in a 'macho' act, a Formula One race car has cigarette advertising on it or sporting events carry the names of tobacco companies. There is evidence that passive advertising, which glamorizes smoking has increased over the past few years.

Television is not the only way that children learn about tobacco and alcohol use; the concern is that the consequences of these behaviours are not accurately depicted on television. One-half of the G-rated animated feature films available on videocassette, as well as many music videos, show alcohol and tobacco use as normative behaviour without conveying the long term consequences of this use.

Advertising:

Advertising can have positive effects on children's behaviour. For example, some alcohol manufacturers spend 10% of their budget on advertisements warning about the dangers of drinking and driving. In addition, although some health care professionals disagree about the health benefits of appropriate milk use, milk consumption has increased as a result of print and broadcast advertisements.

The developmental stage of a child plays a role in the effect of commercials. Young children do not understand the concept of a sales pitch. They tend to believe what they are told and may even assume that they are deprived if they do not have advertised products. Most preschool children do not understand the difference between a program designed to entertain and a commercial designed to sell. A number of studies have documented that children under the age of eight years are developmentally unable to understand the difference between advertising and regular programming.

The average child sees more than 20,000 commercials each year . More than 60% of commercials promote sugared cereals, candy, fatty foods and toys . Cartoon programs based on toy products are especially attractive. Advertisements targeting adolescents are profoundly influential, particularly on cigarette use.

The question of whether children are more resilient to the influence of television is debated frequently. Most studies show that the more time children spend watching television, the more they are influenced by it. Earlier studies have shown that boys may be more susceptible than girls to television violence.

Education and Parental Involvement

High school programs promoting media awareness have been shown to be beneficial . They give students more understanding of how the media may affect them socially. In Nigeria, the Media Awareness Network has a number of resources that can be used by both professionals and the public to promote media literacy. Their resources are comprehensive, current and specifically applicable to Nigerian culture.

Parents may use ratings but they must be used with caution. Currently, there is no consensus as to which rating system works best. Parental involvement in determining desirable programming is the best choice. Parents have to monitor and control their children's viewing habits.

Studies show that parents play an important role in their children's social learning, but if a parent's views are not discussed explicitly with children, the medium may teach and influence by default. Other media, such as magazines, radio, video games and the Internet, also have the potential to influence children's eating habits, exercise habits, buying habits and mental health. If

children are allowed to be exposed to these media without adult supervision, they may have the same deleterious effects as television.

2.3.2 .Impact of Television on Children

Table 1: Distribution of Respondent by Age & Sex

<u>Age Group</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
7-9	37	23	60
10-11	35	25	60
12-13	31	29	60
Total	103	77	180

Table 1 shows the distribution of our sample by age and sex. According to the O respondents are in the 7-9 age bracket, 60 respondents in the 10-11, while 60 respondents are in the 12-13 age category.

The sex distribution shows that there are 103 males representing 43%. Other demographic information shows that 33 1/3% of respondents are from low-income parents, 33 1/3% from middle-income parents while the remaining 33 1/3%,are,fi;om upper-income parents.

Furthermore, while 39.5% of these parents are engaged in their own private businesses, 32% are employed in private and -public sector organizations while 28% are professionals.

All the respondents indicated that they have television sets (a black and white^ or colour T.V) in their homes Out of our sample of 180, 78% said they watched television between 1.00 p.m. and 5.00 p.m. on Wednesdays; this viewership increased to 100% between 5. 00 p.m. and 9. 00 p.m. but dropped to 15% between 9.00 p.m. and 12. 00 midnight (local Nigerian time). For weekend television audience, 75% said they watched T.V. programmes before 12 noon, there is an increase

of 12% in late night television viewership. On parental control of television programme viewership, 38% of our respondents stated that their parents control the time spent with the medium, 10% indicated programme control only while 65% stated that there were both time and programme control. Only 09% of our respondents indicated that there was no form of control whatsoever.

The frequency distribution analysis was used to determine children's reaction to television advertising. This helped throw some light on those aspects of children's television advertising that people complain about which will otherwise affect children's perspective of television advertising.

The frequency distribution of responses to the question relating to the believability of the commercials for the four products showed that 85.5% of children aged 7 believed the commercial for children's products (Nasco Wafers and walls ice cream); but the degree of believability was highest for children aged 7-9 (97.788) followed by that of children aged 10-11 (85%) and 73% for those aged 12-13.

The setting in the commercials for the two children's products depicted situations that had the appearance of truth or realism. Thus, the commercial of Nasco Wafers show a female teacher teaching some pupils in a classroom and while this was going on, one of the pupils in the class started eating Nasco Wafers instead of paying attention to the teacher. The teacher, on noticing this, seized the wafer from the pupil and kept it in her drawer. After the class had been dismissed, she brought out the wafer and started eating it. But unknown to her she was being watched by some of her pupils through the window and on realizing this she quickly hid the wafer and the pupils started laughing. This scene depicted by the commercial could happen in real life and therefore has a ring of truth.

Furthermore, empathy appears very high in this commercial because the characters in the commercial are similar to the audience members, the settings are familiar and the audience members may have had experiences that are similar to that shown in the commercial. The fact that the advertisement uses drama which has the tendency of drawing the audience members into action, they become lost in the story and experience the concerns and feelings of the characters. Thus, the children were able to process the drama's appeal empathetically. In all, the commercial succeeded in generating a high emotional response and the believability and empathy enhanced the emotional bonding on the part of the children. In other words, this group of respondents totally believed the commercial for Nasco wafers and walls ice cream which are considered children's products.

In response to the same question on the commercials for adult-oriented products, (Venus and Perfume, Gold Beer and Macleans toothpaste) the children showed a high degree of believability across the different age groups (92.41% for Venus Gold Perfume and 85.37% for Macleans toothpaste). The children believed that Venus Gold Perfume and other range of cosmetics make people look beautiful and as a measure of this belief would want members of their family to use it. The high percentage of believability exhibited by all the age groups about adult products for this commercial is probably due to children's inquisitiveness about adult products to the extent of trying to use them in the absence of their products. Again for the 12-13 years who are just approaching puberty and are beginning to be more aware of their body and the differences between sexes, the commercial may have reinforced their growing awareness of self and looking good.

Finally, for the Maclean toothpaste commercial, 97.41% of respondents believed that if they used macleans they will have strong, healthy and white teeth and would also become

important and successful. The distribution of responses of children to the question on whether children know the motive of advertising indicate that children are very ignorant of the motives behind these commercials i.e. the selling intent of the advertisements and cannot distinguish between fantasy and reality. About 85.19% of respondents do not know the motive behind the commercials for children products, figure for the commercials for adult products is 87.04%.

The result of this analysis shows a high degree of unawareness of the motive of television advertising by children for all classes of products. Thus, there seems to be a relationship between age of viewers and their perception of television commercials. A cross tabulation analysis was done between age of respondents and their perception this result was significant at 95% level of confidence.

A similar analysis was done between the socio-economic status of respondents parents in relation to their perception of motive of television commercials, the result was not significant even at 65% level of confidence.

The analysis of the distribution of responses on the attitude of children in relation to television commercial on both adult and child oriented product advertisements shows an overwhelming positive, and favourable attitude to both categories of product adverts, (a mean score of 95.37%), for child-oriented product-commercials while the figure for adult oriented product commercial is 90.64%. This result demonstrates that in general, children have favourable/positive attitude towards television advertising and they enjoy watching T.V. commercials.

The distribution of responses on the features that attract young people to television advertising indicates that Nigerian children enjoy and are satisfied with the commercials they are exposed to, and as a measure of this enjoyment and interest, various levels of participatory

behaviour were displayed/exhibited during the viewing sessions. Majority of our respondents (mean score 79.16%) are attracted by the music of the adverts and actually sing along with the commercials.

Another 66.67% state that they combine dancing with singing along with the actors/actresses. This tendency is characteristic of the three age groups, this result clearly demonstrates that music, songs and slogans are the most important features of interest in T.V. advert for children. This is perhaps a reflection of children's love for short verses which they easily memorize. The models followed by their acting are indicated by 68.75% and 66.67% respectively by our respondents. Models and acting cannot be divorced from one another and the two features are very crucial to the success of any television commercial because when a drama is successful, the audience becomes lost in the story and experiences the concerns and feelings of the characters. Children are known to have favourite programme characters and T.V. Advert models who they intend to imitate.

Finally, humour was rated as the last feature of interest by 57.55% of our respondents. This is perhaps due to the respondents inability to comprehend the 'plot' due to the foreign setting associated with it in the commercial used in this study, or just an awareness of the subtleness of meaning in humour even when used in commercials with familiar setting. But even then the mean score of 57.55% can still be considered high. Humour appeals - because of the feelings of amusement and pleasure are expected to engender in children feelings of urgency, energy, cheer, joy and happiness.

His findings show that children generally believe television advertising particularly those they can easily relate to whether the claims are true or not and are very skeptical about commercials they cannot comprehend. This result is thus consistent with previous related

research (Bleat, et al., 1972 and Beever et al., 1975) where age of the child was found to be related to his perception of validity/credibility or believability of advertisement. Thus, the older the child, the more sceptical he becomes of television commercials. This is perhaps due to the influence of personal experience with the child oriented and general product commercials. For an adult oriented commercial such as Venus Gold Perfume, excessive exposure to the commercial may account for the undue familiarity exhibited across the age group without a deep understanding of intent.

Another finding of this study shows that there is a direct relationship between respondents age and their perception of motive of child oriented television advertising. This agrees with the prediction of theory and the result of the study of Donohare, T. R. j et al., 1978 which concluded that children had great difficulty in understanding child oriented commercial. One of the findings of this study is that children, irrespective of their age, exhibit a very low awareness of the motive or selling intent of television advertisement irrespective of whether the commercial is child or adult oriented. This finding reinforces the position of the Federal Trade Commission, (FTC), USA, 1977 which recommended that all television advertising be banned for any product which is directed to or seen by audiences composed of a significant proportion of children who are too young to understand the selling purpose of the advertisement. This recommendation was based on the fact that children cannot differentiate between commercials and programming, cannot understand the selling intent of commercials, and cannot distinguish between fantasy and reality.

The study also concluded that children generally have favorable attitudes towards television commercials; they are usually drawn to these commercials because of their music, song, endorsers, drama and their general entertaining nature. No wonder then that virtually all

the children making up our sample are glued to television sets at the slightest opportunity. This finding supports the position of Joel Seagert, 1979; Del Hawkins, 1970 and Marvin E. Goldberg et al, 1982. An FTC proposal also underscored this point that because American children between the ages of 7-11 find television commercials entertaining, they spend about 25 hours per week watching television advertisements and are exposed to about 20,000 advertisements per year.

The research work has given us an insight and understanding of children's reaction's to television advertising in a less developed environment like Nigeria and how it will influence the lives of these children. The study examined television advertising directed at children and found out that its impacts on Nigerian children is similar to the influence of television commercials on the lives of American children. But unfortunately the critical and growing attention that this phenomenon has been receiving in the last three decades in the U. S. A. has not aroused the interest of policy makers and marketing and advertising practitioners in Nigeria. Furthermore, parents have not coordinated and articulated their reactions to the vulnerability of children to advertising. ^Their present effort represent isolated individual cries which are nothing more than shots in the dark.

Finally, policy makers and practitioners must formulate and implement strategies that would ensure that children are well served by television advertising and the television medium. On the other hand, parents have the ultimate responsibility of helping to mould the personalities of children into thinking people. They should not allow the television medium take over that responsibility and later accuse the television of implanting ideas or values they abhor. It is the sole responsibility of parents to see that their children are not exposed unguided to false values and shoddy advertising.

A research on attitudinal effects carried out by Collins H.L (1976), Gom Goldberg and Isauga (1976:59) reveals children act violently to minorities, foreigners and people who are in other ways different from themselves. In two laboratory studies, pre-school children expressed more positive attitude towards children of the same ethnic group than children of other ethnic groups. There are individual differences among children after seeing segments of adverts in the media and themes which are devoted in such adverts.

Such children also see other nations less superior to their own nation. A short exposure leads to considerable changes in children's perception of their world.

The demonstration of products benefits is a virtual cliché that television is the most potent means to show the benefits of a product. And the advertisement needs to be fresh, innovative and original. For an advertisement to sell, it also needs demonstration of the product especially on television. Television advertisement is more both sound and visuals.

Abbella (1994) connotes thus: the demonstration of product benefit which enables the viewers to see and hear the product been advertised, which means that showing and demonstrating is more persuasive than telling or saying.

Television advertisement also exploits the viewers mental set.

The projections of powerful images of companies and of brands and the people that use them have a great influence on their life styles, their characters and personalities in triggering of emotions, nostalgia, sadness, music and sound effects often playing an important part.

According to Tagbo (1986): This is the situation where things look bigger or faster than they really are. Background or setting are usually beautiful, glamorous, music and sound effects add to the attraction of the product.

Manendra Mohan (1993): In demonstrating the merits of television advertising involving the use of cartoons and demonstrations put in that,

“Consumers represented in cartoon form have the virtue that they are less susceptible to causing alienation than one portrayed by actors and actresses”

As stated earlier, the television can perform functional (positive) and dysfunctional (negative) rites, whether or not the message have led to positive (pre-social) behaviour or to negative (antisocial) behaviour, they sill qualify as effects.

In general, television on its own is not able to cause behavioural changes in one way or the other. There are two main reasons for this, the first is the self protective human process of talking from the television, only contents that agree with our prevailing situations.

Edward L Palme and Almac Dorr (1998:56-58) in their book, “Children on the faces of television” says that evaluation of some materials (advertisement of cigarettes, gold circle, beer etc) indicated that children do learn concepts like co-operation and often imitates the television behaviour if they are put in a situation like one on television but no generalized effects on their social behaviour have been found.

2.3.3 CONTROL OF ADVERTISING PRACTICE IN NIGERIA

The issue concerning control of advertising practice in Nigeria comes to limelight in the case involving Olayemi Adekoya, V.K Yalande and others.

This case as contained in page 3,4 and 5 of advertising in Nigeria, volume 5, No 1 October 1985, the official journals of the: Association of Advertising Practitioners in Nigeria (AAPN) Justice Sinadu of the Lagos high Court noted the existence of the private law of constitution and roles of the AAPN and of assent of members agencies to a code of advertising

practice and opinioned that advertising agency or practitioners are willing to be controlled by the AAPN Association of advertising practitioners in Nigeria.

The formation of Association of Advertising Practitioners in Nigeria in 1972/1973 was principally to regulate and raise the standards of advertising practice. And it draws its membership from the real practitioner of advertising agencies.

2.4 THEORETICAL FRAMEWORK

The theory used to guide this study is the social learning theory.

This theory was propounded by Albert Bandura. The theory assume that people especially children tend to learn aggressive behaviour from the mass media and model their behaviour on that of the dramatic personnel and their learning process is similar to that by which children imitate the behaviour of adults around them.

However, the likelihood of exhibiting learned aggression is moderated by personal circumstances such as social situation, it is pointed out that children learn faster with television. It provides them with pleasure, thrills them, shows them things and people they have not seen before, this widens their knowledge.

Olukoya also pointed out that what people perceive and experience are contributed to the development of the person.

“Behaviour that the child sees on television is accepted as the norm he tries to imitate”

(Olukoya T.1980)

Hummer Klapper disagreed and argued that mass media does not ordinarily serve as a necessary and sufficient cause to audience effect, meaning that people do not observe and learn from mass media messages, rather the mass media functions among and through satisfactory factors and also influence already behaviours present in the particular person.

He further stated that

“It must be remembered that though mass media seems usually to be a contributory cause of effects, it often works with or among other influence” (Klapper 1960,1969).

Macombis and Beaker 1970 supports this idea stating that a key part of each individual's experiences that influence his or her perception is the set of previously acquired attribution of opinions.

But Olukoya encounters this assertion pointing out that most psychologists and neurologists agree that what human beings perceive is stored in their brains permanently. This is because as people observe and learn from mass media message in life, their perceptions affect the way thing behave.

2.5 SUMMARY

The influence of advertising on the mental development of children has received a wide outcry for research and also control of advertising. Television violence whether foreign or local has more negative impact than the positive influence on the mental development of the child.

The social learning theory was used to guard this study. This is because the theory is very useful in the learning process of children especially.

Data for this literature review was obtained from both primary and secondary sources such as journal, articles, internet, texts etc.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

Every scientific research must have procedures adopted on how data are collected and analyzed.

Obuloeze (1996) stated that the data collected are not just collected for collection sake, each of the data collected bears a direct relationship to some hypothesis, which also has a relationship with the problem being studied.

According to Barry (1986), methodology is the conceptual framework on which the whole research is based. Research methodology includes the methods of data collection, the sources of the data collected, the target population and the way the data would be analyze.

3.2 RESEARCH DESIGN

The design used for this study is survey research design. The survey approach, according to Ogili (2005) is a form of descriptive research that studies both large and small population by selecting and studying samples chosen from the population to discover the relative incident. A questionnaire that contain only close-ended questions were drafted, so that it can be distributed to some respondents living in Enugu which can be selected.

3.3 POPULATION OF STUDY

This refers to the target of the study. It involves a large group of persons or aggregates items the researcher is interested in getting information form, for the study.

In a situation where the whole population cannot be studied, a sample becomes necessary.

The people that formed the population of the study were the elite parents within the Amorji-Nike community which is 1000.

Those used for the study were aware of television advertisement of Gold Circle or condom.

3.4 Sampling Technique/Sample Size

Sample according to Ogili (2005), is the actual member of or part of study population that is objectively selected for such. Sampling is necessary because the entire population cannot be studied as it may be target and cannot be controlled.

Sampling technique refers to the statistical method used to arrive at a sample size or at a good representation of the population.

The study adopted the purposive sampling technique to purposively pick the size of 100. Purposive sampling method is used in order to have a full representation of the population. The purposive sampling method covers the people of Amorji-Nike community in Emene, Enugu State. The respondents were selected based on the knowledge of a population and the purpose of the study.

3.5 DESCRIPTION OF RESEARCH INSTRUMENT

The research instrument used in collecting data were the questionnaire and personal interview.

According to Ogili (2005) 'is a composition of list of question relating to aim of the study and the hypothesis to which the respondents answers by writing down his/her responses.

“Questionnaires are advantageous whenever the sample size is large enough to make it economical for reasons of time or funds to observe or interview every subject”

Benson – Eluwa (2003).

The questionnaire consists of items which were carefully constructed to efficiently measure the variables on the research hypothesis. The questionnaire was divided into sections. Section A was

the personal or demographic data of the respondents, while section B gave account on major variables of the research study.

3.6 VALIDITY AND RELIABILITY OF DATA GATHERING INSTRUMENT

After construction and critically studying the questionnaire, it was passed to the researcher's supervision for vetting and possible modifications. Some aspects of the questionnaire were also subject to trial run.

For the purpose of this study, the fit-test method was used to test reliability of the data collectively. This entailed giving some questions on the same respondents after an interval of one or two weeks.

Respondents were identified in the organization and the same sets of questionnaire were served to them again. The first marked "X" while the correlations between these were marked "Y". the correlations between these two answers were determined by using person co-efficient correlation to arrive at the degree of two sets answer from the selections.

3.7 METHOD OF DATA COLLECTION

Data was collected by administering the questionnaire to my respondents who were parents from Enugu metropolis. It was administered by me and a help from my elder brother who also resides in Enugu. Personal interviews were done face to face by the researcher to the respondent. Out of 100 copies of questionnaire that were distributed, 80 copies were retrieved.

3.8 METHOD OF DATA ANALYSIS

The major technique employed to analyze data were the use of Chi-square (χ^2) statistical analysis aimed at establishing significant differences "that might exist among respondent" frequencies. Chi-square is a non parametric statistical tool which can conveniently be used in testing hypothesis when dealing counted data. This represented a return rate of 80%.

Chi-square (χ^2) formula is presents below as:

$$\chi^2 = \frac{\sum (O-e_i)^2}{e_i}$$

Where χ^2 = Chi-square

\sum = Summation

O = Observation Frequency

E = Expected Frequency

To get expected frequency (e)

$$e = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

Data was analyzed using frequencies and tables and simple percentage were also used to test the questions being asked and for easy references.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

The purpose of this study was to determine the impact of NTA Enugu television advertisement on the mental development of children. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed.

The study answered the following research questions;

1. To what extent are children influenced by television advertisements?
2. To what extent are children guided while watching television?
3. What are the anti social behaviours children copy when exposed to television advertisements?

4.2 Data presentation and Analysis

The aim of this study was to find out “the influence of NTA Enugu Advertisement on the mental development of children” (A study of Gold Circle). The chapter is concerned with presentation and analysis of data collection from the use of questionnaire. It was distributed by the researcher face to face to the respondents in Emene, Enugu State. Out of 100 questionnaire, 80 were reformed representing a return rate of 80%.

Analysis of demographic data

Sex Table one

Variable	Frequency	Percentage
Female	60	75%
Male	20	25%
Total	80	100%

60 respondents representing (75%) are female while 20 respondents (25%) are male.

Age Table Two

Variable	Frequency	Percentage
18 – 30	5	6.25%
31 – 40	30	37.5%
41 – 50	30	37.5%
51 – 60	15	18.75%
Total	80	100%

5 Respondents representing (6.25%) are between ages 18-31, while 30 (37.50%) fall within ages of 31-40 also 30 respondents representing (37.5%) are between the ages of 41-50 where 15 (18.75%) are between the age of 51-60 above.

Occupation table three

Variable	Frequency	Percentage
Students	8	10%
Civil Servants	32	40.0%
Business traders	30	37.50%
Academicians	10	12.50%
Total	80	100%

A total number of 8 respondents (10%) are students, 32 (40.0%) are civil servants, 30 (37.5%) are into business, 10 (12.5%) are academicians.

Marital Status table four

Variable	Frequency	Percentage
Single	-	-
Married	70	87.5%
Divorced	8	10%
Separated	2	2.5%
Total	80	100%

In the above analysis 70 respondents representing (87.5%) are married, 8(10%) are divorced, 2(2.5%) are separated.

Nationality Status table five

Variable	Frequency	Percentage
Nigerian	80	100%
Other	-	-
Total	80	100%

In the above table, 80 respondents representing 100% are Nigerian.

Presentation of findings and analysis.

Here the purpose of this study, a uni-variable analysis is used by examining one variable at a time.

Table one

Do you watch television advertisements?

Variable	Frequency	Percentage
Yes	70	87.5%
No	10	12.5%
Total	80	100%

The above analysis shows that respondents that watch television advertisements are 70 (87.5%) while to respondent representing (12.5%) out of 80 says no.

Table two

Are you accessible to a television set in your house?

Variable	Frequency	Percentage
Yes	70	87.5%
No	10	12.5%
Total	80	100%

The above information clearly stated that 70 respondents accessible television in their home (87.5% and other 10(12.5%) do not have television.

Table three

If no, where do you mostly watch television from?

Variable	Frequency	Percentage
Friends	20	25%
Neighbours	40	50%
Clubs	5	6.25%
Cinema	5	6.25%
Others	10	12.5%
Total	80	100%

In the analysis above, 20 (25%) watch TV from their friends home, 40 (50%) watch from the neighbours, 5 (6.25%) agree they watch clubs, 5 (6.25%) also agree on cinema while 10 (12.5) have other areas where they watch television from.

Table four

To what extent do you agree with the transmission of advertisement to children e.g Condom advertisement?

Variable	Frequency	Percentage
Strongly agree	10	12.5%
Agree	15	18.75%
No Opinion	5	6.25%
Strongly disagree	40	50%
Disagree	10	12.5%
Total	80	100%

10 (12.5%) strongly agree, 15 (18.75%) agree, 5 (6.25%) have no opinion, 40 (50%) strongly disagree and 10 (12.5% disagree with the advertisement of Condom to children.

Table five

If you do not accept the transmission of condom advertisement to children, why?

Variable	Frequency	Percentage
Don't like it	40	50%
Deceptive	30	37.5%
Negative	10	12.50%
Total	80	100%

The above analysis shows that 40e (50%) do not like it, 30 (37.55) fell it is deceptive while 10(12.5%) think its negative

Table six

Is there a need for parents to monitor their children when watching television advertisements?

Variable	Frequency	Percentage
Strongly agree	40	50%
Agree	10	12.5%
To an extent	20	25%
Strongly disagree	15	6.25%
Disagree	5	6.25%
Total	80	100%

The above analysis states that 40 (50%) respondents feel they strongly agree for parents to monitor their children when watching advertisements, 10 (12.5%) agree, 20 (25%) to an extent, 15 (6.25%) strongly disagree while 5 (6.5%) disagrees.

Table seven

To what extent are the television right of children be protected?

Variable	Frequency	Percentage
Very highly	40	50
Highly	20	25%
Moderately	10	12.5%
Very lowly	5	6.25%
Lowly	5	6.25%
Total	80	100%

40 respondents (50%) agree that the television right of children be very highly protected, 20 (25%) agree on highly, 10 (12.5%) say moderately, 5 (6.25%) and 5 (6.255) agree very lowly and lowly.

Table eight

Do television adverts contribute in making children behave aggressively to their parents?

Variable	Frequency	Percentage
Strongly agree	30	37.5%
Agree	30	37.5%
To an extent	10	12.5%
Strongly disagree	5	6.25%
Disagree	5	6.25%
Total	80	100%

In reference to the above analysis the result obtained showed that if children rely solely in TV as the main source of information, then there is a problem they influenced with some negative attitudes that makes some them behave aggressively and stubborn to their parents.

Table Nine

Do television make children no to value their actual behed

Variable	Frequency	Percentage
Strongly agree	20	25%
Agree	20	25%
To an extent	16	20%
Strongly disagree	14	17.5%
Disagree	10	12.5%
Total	80	100%

There suit obtained shows that 20 (25%) support the fact that TV influences young children diverts their attention from valuing their cultural belief but relying on the foreign culture (imperialism), 20 (25%) agree, 16 (20%) says to an extent, 14 (17.5%) strongly disagree, 10 (12.5%) disagree.

Table ten

Will you allow your children to pay much attention to watching television advertisements?

Variable	Frequency	Percentage
Yes I will	5	6.25%
No, I won't	40	50%
Yes, but not always	30	37.5%
Always	5	6.25%
Total	80	100%

In the above analysis, 5 respondents (6.25%) said yes, they will allow their children to watching television advertisements, 40 (50%) said No, they won't, 30 (37.5%) said they would always allow their children pay much attention to watching television advertisements.

Table Eleven

To what extent do you think children are influenced by television advertisement in their mental development?

Variable	Frequency	Percentage
Very highly	35	43.75%
Highly	20	25
Moderately	15	18.75%
Very slowly	10	12.75%
Slowly	-	-
Total	80	100%

From the above analysis 35 (43.75%) believe that TV advertisement very highly influence the mental development of children, 20 (25%) believe highly, 15 (18.75%) moderately and 10 (12.75) very slowly

Table twelve

How do you feel when your child/children practice most of these television advertisement?

Variable	Frequency	Percentage
Good	20	25%
Not good	30	37.5%
Can't say	10	12.75%
Bad	10	12.75%
Very bad	10	12.75%
Total	80	100%

Table 13

Do you think advertisements are necessary on television?

Variable	Frequency	Percentage
Yes	60	75%
No	10	12.5%
Can't say	5	6.25%
Don't know	5	6.25%
Total	80	100%

60 (75%) respondents agree that advertisements are necessary on television, 10 (12.5%) feel it is not, 5 (6.25%) can't say while 5 (6.25%) do not know if its necessary or not.

Table 14

Do you agree that children are negatively influenced by television watching?

Variable	Frequency	Percentage
Strongly agree	40	50%
Agree	20	25%
Can't say	10	12.5%
Strongly disagree	5	6.25%
Disagree	5	6.255
Total	80	100%

50% (40) of the respondents strongly agree that children negative influenced by television watching, 20 (25%) agree that they are influenced, 10 (12.5%) can't say if they are or not, 5 (6.25%) and 5 (6.25%) respondents strongly disagree that they are negatively influenced

Table 15

If you do agree to the above question, to what extent do you believe they are negatively influenced?

Variable	Frequency	Percentage
Very highly	50	62.5%
Highly	20	25%
Moderately	10	12.5%
Very lowly	6	7.5%
Lowly	4	5%
Total	80	100%

In the above analysis, 50 (62.5%) believe that children are highly negatively influenced by television, 20(25%) agree that they are highly influenced, 10 (12.5%) believe they are

moderately influenced while 6 (7.5%) and 4 (5%) believe that they are very lowly influenced respectively.

4.3 HYPOTHESIS TESTING

Hi: Television advertisements influences the mental development of children

Ho: Television advertisements do not influence the mental development of children

To what extent do you think children are influenced by television advertisement in their mental development?

Variable	Frequency	Percentage
Very highly	35	48.75
Highly	20	25%
Moderately	15	18.75%
Very lowly	10	12.75%
Lowly	-	-
Total	80	100%

Responses	0	e	o-e	$o-e^2$	$\frac{(o-e)^2}{e}$
Very highly	35	16	19	361	22.5
Highly	20	16	4	16	1
Moderately	15	16	-1	1	0.0025
Very lowly	10	16	-6	36	2.25
Lowly	-	-	-	-	-
Total	80				25.8

$$X^2 = \frac{\sum (e)^2}{\sum} = 25.8$$

Agree of freedom (df) = (r-1) (c-1)

Where r = number of rows = 5-1 = 4

C = number of columns = (5-1) = 4

X = calculated = 25.8

X = tabulated = 9.488 at id.f (0.05)

The table value at 0.05 significance level and 1 degree of freedom is 9.488, while the calculated value is 37.1 therefore since the value of the distribution table is less than the calculated frequency; $25.8 > 9.488$. therefore, we reject the null hypothesis that television advertisements do not influence the mental development of children and accept the alternate hypothesis which states that television advertisements influences the mental development of children.

4.4 Discussion of Findings

Research question one

To what extent are children influenced by television advertisement?

Tables 13, 14, 16 and 17 shows that children influenced by television advertisement, tables 19 and 20 agree that they are highly influenced by what they watch on TV, it contributes in making children behave aggressively tot heir parents, it makes the children no to value their cultural beliefs and some parents do not like it when their children practice some of these advertisements, that they watch on television.

Research question two

To what extent are the television right of a child be protected?

Tables 9, 10, 11, 12, 15 agree that the television right of a child should be highly protected. A greater percentage believe that there is a need for parents to monitor their children while they

watch television advertisements some respondents strongly disagree with the transmission of some certain advertisements to children especially condom, alcohol, cigarettes.

Research question three

What are the negative influences of television on children?

Table 13, 16, 14 and 17 also answers this question. Television exposes children to violence, diverting their attention from their actual belief leading to actual imperialism, exposing children and making them vulnerable to violent images and messaged children who have seen significant amounts of violence on TV are more likely to believe that the world is a frightening place.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter is designed to present the summary and conclusion of the entire research project and make some recommendations. It is therefore presented under the following subheading;

- i. Summary
- ii. Conclusion
- iii. Recommendation
- iv. Suggestions for further studies

5.2 SUMMARY OF FINDINGS

The main aim of the study is finding the influence of NTA Enugu Television Advertisements on the mental development of children. Two hypotheses were generated to guide the study. Literature were reviewed according to the variables and hypotheses under study, to facilitate the discussion of findings

Summary research design was adopted for the study. The design was considered most relevant because it allowed the researcher to make references and generalization of the population by studying the sample obtained from the study. The selection was done through the purposive sampling technique.

This was to give equal opportunity to all the members in the population area to be selected for the study. The main instrument used for data collection were the questionnaire designed by the researcher and with the help of the supervisor.

Chi-square (x^2) statistical analysis was employed to test the hypothesis directing the study to ascertain whether to accept or reject them. This statistical technique was considered most

appropriate because hypothesis were subject to testing at 0.05 level of significance. The result of the analysis indicated that children were significantly influenced by television advertisements in both positive and negative ways. Thereby, parents were conjured to guide their children on what they watched, the nature of the content and check whether it is educative, informative or entertaining.

5.3 CONCLUSION

Based on the findings of the study, the following conclusions were reached;

- i. Respondents do watch television advertisements and use them either for amusement/entertainment or to keep themselves informed about the products available to them.
- ii. Respondents, however, do not agree with the transmission of some television advertisements to children while some agree, but would not want their children practicing some of what they watch on television.
- iii. Respondents agree that there is a need for parents to monitor what their children watch as television advertisements can highly influence these children especially on their mental development and this could be disastrous.

5.4 RECOMMENDATIONS

- i. It is recommended that to address the potential negative effects of television, it is important to understand what the influence of television can be on children, violence, increased aggressive behaviour, affect learning and school performance, behavioural difficulties.

So the children should be curbed on the length of their television watching and media stations should always protect the television rights of these children and restrict themselves on the transmission of some of these television advertisements.

ii. It is recommended that parents should always monitor their children while watching television as this goes a long way in sanitizing them in what they take in to their brains and parents, should be always enforce the television rights of their children.

iii. Kids today are bombarded with sexual messages and images in all media, television, magazines, advertisements, music, movies and the internet. While television can be a powerful tool for educating young people the responsibilities and risks of sexual behaviour, such issues are seldom mentioned or dealt with in a meaningful way in programs containing sexual content, therefore, it is recommended that media houses should remove sexual content in whatever kind of advertisement that they do especially when children are back from school i.e. in the early evenings.

5.5 SUGGESTIONS FOR FURTHER STUDIES

For the purpose of further studies, the research suggests that the following should be done based on the study.

Due to the limitations surrounding the research like, time, funds etc the researcher suggests that other researchers embarking on any subject concerning influence of advertising on the mental development of children should research on the importance of the television rights of children.

They should also research on the potential responses to media violence in children.

The researcher also suggests that they should also research on the media content of advertisement transmitted to our children and on how to curb the sexual content of these advertisements so as to have healthy children growing in a healthy environment.

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APPENDIX

Department of mass Communication
Faculty of Management and Social Science
Caritas University
Amuji-Nike
Enugu

Dear Respondents,

I am a final year student from mass Communication Department. I am conducting a study which focus on accessing the Influence of Television Advertisement on the mental development of children, the study is for the partial fulfillment of degree programme.

Please I will appreciate it if you can help me in these findings. The exercise is strictly for academic purposes and all information provided will be treated with absolute confidentiality.

Thanks for your hones co-operation.

Yours Faithfully,

Okwonna Olivia O

APPENDIX B

Please tick the appropriate answer to the question

1. Sex:Male Female **2. Age**18 – 30 Years 31 – 40 years 41 – 50 Years 51 – 50 Years **3. Occupation**Student Civil Servant Academician Business man **4. Marital Status**Single Married Divorced Separated **5. Nationality**Nigerian Other

6. Do you watch television advertisements?

Yes

No

7. Are you accessible to a television set?

Yes

No

8. If no, who do you mostly watch television from?

Friend

Neighbours

Club

Others

9. To what extent do you agree with the transmission of advertisement to children e.g condom advertisement?

Strongly agree

Agree

No Opinion

Strongly Disagree

Disagree

10. If you do not accept the transmission of condom advertisements to children, why?

Don't like it

Deceptive

Negative

11. Is there a need for parents to monitor their children when watching television advertisement?

Strongly agree

Agree

To an extent

Strongly disagree

Disagree

12. To what extent are the television right of a child be protected?

Very highly

Highly

Moderately

13. Do television adverts contribute in making children behave aggressively to their parents?

Strongly agree

To an extent

Strongly disagree

Disagree

14. Do television make children not to value their cultural belief?

Strongly agree

Agree

To an extent

Strongly disagree

Disagree

15. Will you allow your children to pay much attention to watching advertisements?

Yes, I will

No, I won't

Yes, but not always

16. To what extent do you think children are influenced by television advertisement in their mental development?

Very highly

Highly

Moderately

Lowly

17. How do you feel when your children practice most of these advertisement behaviour on television

Good

Not good

Can't say

Very bad

18. Do you think advertisements are necessary on television?

Yes

No

Can't say

19. Do you agree that children are negatively influenced by television

Strongly agree

Agree

Can't say

Strongly disagree

Disagree

20. If you agree, to what extent do you think they are negatively influenced?

Very highly

Highly

Moderately

Lowly