

CHAPTER 5

DISCUSSION

The discussion on the findings of the present study on the perceptions of adolescents regarding the influence of television advertisements on the selected aspects of their lives is presented in this chapter.

5.1 Perceptions of the Adolescents Regarding the Influence of Television Advertisements on the Selected Aspects of their Lives.

5.1.1 Overall Influence of Television Advertisements

The present study showed that overall influence of television advertisements on adolescents was high. However the influence of television advertisements on different aspects of adolescents' lives varied. It was high on the educational aspect whereas it was moderate on cultural, social and emotional aspects.

The overall high influence of television advertisements on adolescents in the present study revealed, that adolescents of today are highly influenced by the glamorized world of advertisements on television. This may be because in today's age of diverse electronic media, the television has become the major source of entertainment for children ranging from tiny tots to college kids.

Television is by far the most powerful of all electronic media and tele-viewing has far reaching consequences on young and impressionable minds. The human minds and the learning process are never idle. We are constantly absorbing information from the world around us. Day by day our minds are programmed, our attitudes are formed, our sense of right and wrong is established, our conscious and sub-conscious thoughts are developed.

In today's culture the average youth receives his daily information from television, regarding the life and the world in which he lives. The source of the greatest influence on his sense of reality is the television, the learning process of right and wrong, the sense of what "normal" is, observance of role model, receiving of knowledge, truth and wisdom, all from television.

The overall high influence of television advertisements on adolescents as reflected in the present study, might be because of the reason that, adolescents today spend more time in front of the television than the youths of previous years. Before television, adolescents had to rely on their own resources, their friends and families and the communities they belonged to, to fill in leisure time. They were organizing activities, playing or going out with their friends, reading, or learning to create things with their hands, and were developing talents like music or sports. At home they, were getting time to talk, share and sort out problems with their parents and siblings.

Television has changed this picture. Today's youths have grown up with technology and they are budding in a worldwide village, which is changing all the time. Television has become a permanent fixture of home. It is being considered as a family member and adolescents today spend hours watching television programs, many of them dump their school bags in a corner after returning back from schools and plank themselves down to watch their favorite programs without even bothering to change out of their school uniforms. This may be because there is always something to watch on television, they need not concentrate, can relax completely, and get away from school and from studying.

There have been numerous articles looking at the content of television and how commercial which has trapped television, influence children's and adults' desire for certain foods and material goods. Concerns have been raised about who is teaching our children and the developmental appropriateness of what is presented on television.

Miles Everett in his book 'How television poisons children's minds' points out that we don't allow our child to talk to strangers, yet through television we allow strangers into the minds and souls of our children every day. These strangers (advertising agencies), whose motivations are often monetary, are creating the standards for what is good or developmentally appropriate for developing brains of children and adolescents. (Cited in Johnson, 1999)

Advertisers spend 100s of billions of dollars a year worldwide encouraging, persuading and manipulating people in to a consumer life style. (Beder, 1998).

Adolescents are particularly vulnerable to this sort of manipulation. In the U.S. alone in the late 1980s, approximately \$120 billions were spent in a single year to influence the purchase of commodities and services. (John, 1999).

The adolescents are therefore exposed to gigantic volume of advertisements on television. Whenever the television is switched on, or channels are flanked the audience have to watch various advertisements. In a research conducted to examine the wide diversity in the practice and regulation of television advertising to and for children in 13 developed economic countries, revealed that the highest level of advertising to children was in Australia with an average of 34 advertisements an hour, more than double that found in many European countries and up to 15 times as many as in countries with least advertising (Sweden and Norway), the second highest level was found in the USA with the UK having the most within the Europe. (Cited in Campaign and Issues, 1999, p.5).

According to a study in 1992 in New Delhi, it was found out that out of 1,166 advertisements, 356 were directly appealing to children while 810 advertisements were indirectly appealing to children and child models were used in almost one third of the advertisements. (Cited in Bajpai, 1995,p.1).

The investigator of the present study had surveyed prime time advertisements on 10 popular satellite channels of the present time viz, Sony, Zee TV, Star Plus, ESPN, Star Sports, Discovery, B4U, MTV, Channel V, Star News, and found out that on an average, in an hour there were 125 advertisements aired on each of the satellite channel, in which every third advertisement was of the interest of the youths. It can be roughly estimated that in an hour 1250 advertisements are aired on all the 10 channels viewed by the researcher. Supposing an adolescent watches television in the prime time for three hours: he may be exposed to 3750 advertisements depending on the number of channels he surfs.

According to Television-Free America Organization (TVFA's) statistics, the average American student watches approximately 1,154 hours of television per year, while they attend school only 900 hours. (Jamison, 2000,p.1)

The amount of time that children spend watching TV is amazing, as an average of 4 hours a day, 28 hours a week, 2,400 hours a year, nearly 18,000 hrs by the time they graduate from high school. In comparison, they spend a mere 13,000 hours in school, from kindergarten through 12th grade (Chen, 1994 Cited in Kalin 1997).

In Australia, where in one in four homes children have their own television sets, children spend an average of a quarter of their spare time in front of the television. (Beder, 1998). American

children view over 23 hours of television per week, and teenagers view an average of 21 to 22 hours of television per week, children have viewed an estimated 360,000 advertisements on television before graduating from high school. By the time today's children reach age 70, they will have spent 7 to 10 years of their lives watching television. (American Academy of Pediatrics 2001.)

In the Indian context, the scenario is fairly similar to the western countries. Unnikrishnan and Bajpai (1995, p.49) found out that on average children in Delhi watch 17 hours of television every week.

The findings of the pilot study conducted by the investigator prior to the present study also revealed that, majority of the respondents were watching television for 17 to 21 hrs per week. The same facsimile has been established in the present study wherein nearly 69 percent respondents were either heavy or moderate viewers as they were viewing television on average 17 to 21 hrs per week. This might be the reason, why overall high influence of television advertisements was found on adolescents in the present study.

The television advertising campaigns are so powerful now days that no one can escape from their blow; leave aside the adolescents, who are already in a bewildered state of their life span.

Perhaps many adults are quick to dismiss the influence of television advertising because they do not want to admit that they too, have been influenced by it. Unfortunately the adolescents do not view television advertising as a selling activity. For adolescents, the television advertisements might represent the real world and give secret glimpses of adult behavior as enacted by attractive role models.

The presenter of the advertisements on television can be considered as aggressive sales men and women. They cannot be shut out, as they are omnipresent on television. They have the most sophisticated technology at their disposal. They have the gift of the gab (gossip), good looks and poise, they persuade in the most appealing way. They engrave their names and signs on the unconscious minds of adolescents. They mould the thinking and motivate the adolescents to follow their line. They create the need in the minds of youngsters when they have none. The moment the adolescents sit before television to watch a play, a movie, serial or music and sports they are caught in the traps of these sales persons.

Stein and Wright, (1979 P.12) point out that TV's use of auditory features other than dialogue, such as lively music, sound effect, peculiar voices, non-speech vocalization, and frequent changes of speaker attract and hold children's attention. High levels of physical activity or action elicit and maintain children's attention.

Advertiser's use of these features is designed to attract adolescents' attention. Through repetition, advertisers ensure that the messages are internalized and persuade adolescents to consume one brand of the product or another.

In fact much marketing to young consumers now consist of sales promotions such as direct coupons, free gifts and samples, contests, and sweepstakes, and public relations such as using celebrities and licensed characters who visit shopping centers and schools. New technologies have also provided new opportunities such as, the Internet and telephone services that enable "new, personalized promotions" aimed at children. Kids clubs, organized by retailers, producers and media outlets, have proliferated in recent times. They offer an opportunity to develop a more personal relationship with each child, get information about the children for marketing purposes that can be used for mailing lists and data basis, and to promote products to children of particular age groups and geographical locations. (Beder, 1998). It can be easily guessed that greater the advertisers' efforts to influence adolescents more would be the influence.

Advertisers in India too instead of appealing to one big heterogeneous mass do market segmentation and single out those groups of consumers who are their most promising prospects and concentrate their efforts on them. The advertisers research the groups more intensively and design their messages to fulfill their targeted group's needs and place their

advertisements in the media that reaches the targeted audiences. The hefty number of advertisements on television are now days being shown for the youngsters like advertisements for Jeans, T-shirts, footwear, sunglasses, automobiles beauty products, innerwear, food products and many more. Therefore, the television advertisements must have influenced largely to youngsters in the present study, as the overall high influence of television advertisements was found upon them in the present study. This also might be because of the advertisers' efforts of designing explicit and definite advertisements specifically for the youngsters.

The findings of the present study further revealed that most watched television channels among adolescents were Sony Channel, Sports Channels-ESPN, Star Sports, Discovery, Zee TV, MTV, Star Plus and Channel V. These are the channels which are very popular now a day and are telecasting various types of programs like movies, film based programs, serials, soap operas, discussion on current topics, news, live telecast of matches, songs, informative and educational programs etc.

These 24-hour's satellite channels are telecasting programs for every section of the society. Various advertisements are being shown on television which immediately attract teenagers. e.g. advertisements of soft drinks like pepsi,cocacola, miranda ;advertisements for food products like health drinks,instant foods,cooking oils,biscuits, choclates ; advertisements for

electronic items and automobiles i.e. music systems, television, personal computers, car, two wheelers etc; advertisements for sarees, suitings and shirtings, jeans, kids wear; advertisements for various beauty products are out in the open before, in between, and after programs on these channels.

Thus, the most popular channels are being watched by all the sections of society, including adolescents, and they are exposed to number of advertisements which appealed to them. This also may be one of the reasons why the overall influence of television advertisements on adolescents was found to be high in the present study.

5.1.2 Influence of Television Advertisements on the Different Aspects of Adolescents' Lives.

The findings of the present study showed that there was high influence of television advertisements on the educational aspect of adolescents' lives, whereas, it was moderate on the cultural, social and emotional aspects.

5.1.2.1 Educational Aspect

The influence of television advertisements on the educational aspect of adolescents' lives was found to be high because of the fact that in today's swift informational technological advancement, young people are supposed to keep harmony with the present century's technological development and maintain rapidity with the hi-tech innovations.

We are all immigrants to a new territory. Our world is changing so rapidly that we can hardly track the differences, much less than master them. We are bombarded every day with an increasing number of words, devices, ideas, and events. Without having physically migrated an inch, we have nonetheless, traveled further than any generation in history. (Rushkoff, 1999)

Like adults, youths are increasingly connected to a vast digital universe that transcends the family, the local community and even the nation. Education has expanded beyond the classroom and other traditional settings, as more interactive educational and informational means are available to youngsters.

In reality, new personal and portable technologies have enabled youths to inhabit their own separate electronic worlds. They are familiar to multi-media and multi-task.

The dazzling graphics and engaging interactivity of the new multimedia technologies have grown to be potent forces in the lives of young people. By harnessing, the new media is being enhancing their drive to learn, providing adolescents access to a rich diversity of information and ideas, and enabling them to reach across community and national borders. The present study as well reflects that the adolescents of present era are aware about the world and their surroundings as they are found highly influenced by the educational/informational messages being disseminated by television advertisements.

Television and other media have the potential to be very effective educational tools for young generation. Research demonstrates that television viewing is a highly complex, cognitive activity, during which children are actively involved in learning (Anderson & Collins, 1988 p. 127).

The media educate the masses and virtually play the role of “friend, philosopher and guide”. Through out human history the various modes of communication have played a significant part not only in knowledge dissemination but also in enlightening the masses on various aspects of life. Now, because of the power and potentiality of the mass media, they are being utilized for educational and development purposes. Consequently, the mass communication and education have become synonymous. (Rajarithnamoni, 1990, p. 39).

Advertisers through television advertisements are promoting their products for their monetary gains but adolescents now days grasp the messages beneficial for themselves, for example, the motive of advertisers behind the hygienic product advertisements via floor cleaners, toilet cleaners, water purifiers etc is to sale and earn profit. However, item wise findings of the present study revealed that adolescents, realized that television advertisements of sanitary items to great extent helped them to understand that one should prevent oneself/home from germs, insects, diseases as good health is linked with the germ free surroundings. Likewise advertisements

for defense services i.e. career in Navy, Air Force, Army, Marine Engineering, Coast Guard etc are meant to encourage youths to join their services, but adolescents may sense that with joining defense services they too can enjoy the prestige/ reputation and avail perks associated with the defense services.

The item wise findings of the present study also revealed that, the adolescents were found highly influenced by the television advertisements, which were disseminating knowledge about the technological progress in the field of goods/services.

Adolescents in the present study were also found highly influenced by the public service advertisements providing social education like advertisements promoting national integration, equal education/freedom to women; advertisements encouraging people to disparage dowry; advertisements to develop awareness about harmful effects of drugs/smoking, multiple/unsafe sex and advertisements intended for prevention from AIDS, sexually transmitted diseases, TB and other communicable diseases etc.

The mass media provide glib entertainment and pander to consumer gullibility; on the other hand, they offer unprecedented scope for communication support for education and development of the masses, disseminating information relevant to knowledge, skills and their own well-being. (Yadav, 1993,p.114)

In India, the importance of communication in bringing about social change and eradicating the social evils is well recognized and as such media resources are expanded to facilitate communication with, and among the people. The young generation is exposed to various advertisements on television and other media, which are related to the social causes and are providing social education for the development and welfare of the society. This may be the reason why adolescents in the present study were found highly influenced by public service advertisements on television.

Dahlan, (1994,p.157) stated that, people communicate to exchange information on the latest development, to learn about more threats, and opportunities in their surroundings. Information acquired in the process of surveillance is then discussed and evaluated with others in the society, to reach some sort of consensus concerning the action to be taken and new norms or rules of behavior to be formed in order to be able to respond to the changes. At the next stage of communication, the product of consensus is disseminated widely, through the mass communication media, the education system, or social communication net works, to make it internalized in the society as accepted norms or behavior.

The researches have pinpointed media's role in educating the masses and in the present study the adolescents were also found highly influenced by the informational and advantageous

content of television advertisements. This is a quite promising trend related to the adolescents' educational aspect and parents and school authorities should take advantage of the adolescents' receptiveness of educational messages of media and should strengthen this trend.

The parents through regular family discussion sessions on the subject of television advertising, once or twice a week can put a profound effect on adolescents' understanding of screen content and its impact. Through these family interactions adolescents would gain specific knowledge and skills, which will help them throughout their entire lives to think, discern, and question media messages and to adopt advertising messages beneficial to them. These discussions can take place around the TV, before, during, or after viewing. By providing tools for making TV-watching a positive, interactive, and educational experience, workshops or family and community critical viewing projects, if devised, with specific objectives to help adolescents, can help thousands of parents, educators, and children across the nation. The use of media as an educational tool required to be recognized. The professionals should advocate for policy that eliminates violence and improves the educational value of media, and should use media constructively in their work with children and adolescents.

The school authorities may arrange TV workshops to provide students better understanding of the effects of television advertising. The workshop can help to develop an intelligent response from adolescents to what they see on television and in advertising so that eventually they will develop critical judgment. This will also enable students to understand and fully appreciate the educational content of the television advertisements. In the workshop various social issues can be raised by showing television programs, films, documentaries etc on various social problems, social evils, environment topic, female rights, health etc to make them aware about those social problems. They can also be trained about the role of media especially advertising with social issues in educating masses and helping in changing wrong habits and behavior of people in society. In such workshops discussion sessions can also be arranged in which students, parents, teachers and media planners can participate for better understanding about advertising and its potential role in education of masses.

The media planners, regulators, legislators, administrators, policy makers, organizational leaders shall also come forward and plan / sustain advertisements with the educational messages. They should deliver messages, change policies, revise regulations, and implement programs etc, which will be beneficial to the adolescents and social, order in broad-spectrum.

5.1.2.2 Social & Cultural Aspects

It was found in the study that there was moderate influence of television advertisements on the social and cultural aspects of adolescents' lives.

This may be due to the fact that power of advertising now a day is incredibly immense. Advertisements reflect the society without actually depicting any social setting through the testimonial advertisement. They can supply this information about the society without depicting either a person or a social setting, merely by displaying and describing the product themselves

Advertisements depict and describe the material artifacts available for purchase at a given time. They reveal the state of technology, the current style in clothing, furniture, and other products, and some times the relative prices commanded by various goods. Whereas archaeologists must deduce the probable social uses of the artifacts they unearth and then interpret from them the economic and social structures of the society, advertisements provide with ample guidelines to the social functions (or at least a suggested uses) of the various products. (Marchand, 1985).

In the society the audience's especially the youths' pre-dispositions, their attitudes, beliefs, motives, and values largely determine by the media they select, the advertisements they see, the messages they accept and the products they buy.

Advertising elicits response from the audience by comprehending to them that only the products advertised, can satisfy their social and cultural needs, can modify their behavior pattern, can develop interests in their work /job, fashion, leisure activities, future, home, shopping, entertainment, can develop desire among them to get achievements, prestige, competitive personality and pleasant appearance.

Advertising undoubtedly has the power to diminish the satisfaction being derived from the commodities already in use, concurrently developing a desire among the consumers for commodities which they do not possess. The advertisement influences or intensify human desires by encouraging people to strive for more goods and discard an old stuff for a new one. Advertisements exploit individual insecurities, create false needs and offer counterfeit solutions. They foster dissatisfaction that leads to consumption. Children and adolescents are particularly vulnerable to this sort of manipulation.

The advertisers consider family as a consumption unit as the family often acts as one of the most important reference group for individual consumers, exercising normative, comparative and informational influences. (Foxall and Goldsmith, 1994, p. 197).

Much of the product communication takes place within families and generally advertisements show family members discussing products, selecting brands and consuming in general. Many consumer decisions are taken within the environment of the

family and are thus affected by the desires and attitudes of other family members. Advertisers, whose appeals to children have had the intention of persuading the parents, have long recognized the influence of young generation on family expenditure. Youths influence their parents' selection of products and brands and parents are more likely to yield to children's demands as children grow older, perhaps because they believe that their children become more competent judges as they develop, more capable consumers and their views should be taken into active consideration.

Young generation of this era is more smart, bright and competent than previous generation. They are born and brought up in the digital world of television, computers and Internet, etc. and hence acquire competence to have a say in the family decisions regarding purchases. Young people, therefore, influence the purchase of the products for the household purpose and for their parents / self-use like food products, furniture and interior decoration, electronic items, clothes, and dressing style of self, parents/siblings, toiletries i.e. soap, shampoo, hair oil, perfumes, deodorants etc. This way young generation learns to play consumption roles that characterize their adult lives and hence they acquire skills, knowledge, and the attitudes relevant to their functioning as consumers in the market place and acquire consumer socialization.

The item wise influence of television advertisements in the present study also represents the same facsimile. Adolescents in the present study, to some extent, were found motivated by television advertisements to decorate/furnish their house as they view in advertisements. The item wise results further pointed out that, television advertisements to some extent, motivated adolescents to visit different stores to gaze for various brands of a product. By watching television advertisements, adolescents to some extent, have developed ability to select products independently for their personal use.

The findings of the present study further showed, that by watching television advertisements, adolescents to some extent have developed ability to convince their parents about the usefulness of the product and to some extent motivated by television advertisements to force their parents to purchase the brands of the products they have selected.

The Indian advertising industry is dominated by western ideologies and created an ethnicity, thinking and feelings of western culture in the Indian society. Advertisements today have brought a world of goods and services, which exemplify western culture like jeans, pizzas, burgers, designer clothes, wines, beers, and cigarettes etc. The advertisers have changed the traditional ethos of work, by advertising modern time and energy saving appliances. These advertisements put in western values, attitudes, beliefs and ideas, which dominate the existing social

and cultural pattern especially of the developing countries, which are economically not strong in an adequate amount to resist the westernized blitz.

The westernized images created and sustained by television advertisements lay special importance in the context of adolescents. Adolescents derive and absorb many of their ideas from television advertisements, which become most influential source of information available to them. The brands of images promoted by television advertisements are unique and follow persuasive logics. The main images promoted by advertisements are youthfulness, beauty/attractiveness, charm, allure, glamour, freshness, sensuality, femininity, strong masculinity etc.

The television advertisements of tooth paste, soaps, shampoos, beauty creams / lotions, hair oils, cosmetics, designer clothes etc, sell images of beauty, gorgeousness, attractiveness, fairness, sensuality etc. The disguised message in these advertisements is, to get rid of boring, dull, non- fashionable and unimpressive appearance and be a winner, who is daring and up-to-the-minute in behavior, style and taste. Such advertisements create an impression on the minds of adolescents that to be a successful person in life one should acquire a charming and competitive personality.

The item wise findings of the present study also endorsed that television advertisements have put high influence on adolescents, regarding the outlook of a modern individual and

make them understand that charming and competitive personality is required to gain success in life, an attractive appearance of a person means clean /brighter clothes, fresh breath/clean teeth, dandruff-free hair, good figure etc.

The findings further revealed that television advertisements to great extent helped adolescents to know about existing fashions among youths and kinds of dresses suitable in a modern society. Consequently after viewing television advertisements, to great extent, adolescents in the present study were found influenced by them and developed a liking for fashionable and trendy clothes/costumes.

An increase in adolescents' keenness for clothing also reflects the need of adolescents to look stylish, keep up with trends, and try to purchase a sense of belonging and acceptance. Spending on apparel is currently the fastest-growing category in adolescents' consumption. Clothing satisfies various psychosocial needs of adolescents like the needs for identification and separation, as well as the need to look stylish to bolster self-esteem.

The images in advertisements repeatedly convey different standards and values like modernity, independence, liberation, status, individualism, admiration, prestige, self-esteem, self-reliance, and boldness. The adolescents often get the wrong impression about the modernity from media. It was revealed from the findings of the present study that by watching television

advertisements adolescents to great extent, believe that modernity in today's society means less clothes, free sex, less respect for adults and that individualism/independence is important for a person in modern society. This may be because media, especially television, is continuously teaching these behaviors as normal in the modern society.

The other factor, which the television advertising emphasizes, is consumerism. Television advertising demonstrates and sells the millions of viewers, the merits of consumerism. Consumerism encourages a division of individualism by focusing on the needs – real or artificial of the consumer. It stimulates people to work hard to earn the money to supply themselves with the luxuries and semi-luxuries that are available today. Today there are many products other than food, shelter and clothing, which have been brought to the attention of the consumers. Such advertisements show people how they can live better, enjoy better things in life, get better satisfaction by improving their standard of living. Television advertising promotes psychology of more and more consumption, which increases ruthless competition for individual achievement, expanding consumption of an ever-increasing range and variety of goods and services.

Television advertising exposes children of all ages to a consumer ideology, which they unconsciously swallow. Children and adolescents are easily influenced by the happy, care free,

and splendid world of television advertisements and learn to desire things they see on television and sooner or later become active persuaders in the market place and at home.

In the adolescent age desire is developed in adolescents to impress their peers and to convince them that their family's status is superior to them. Interests are developing in adolescents for material possessions to gain prestige and acceptance from friends of either sex. The advertisements exploit these characteristics of adolescents and delude them to gain more and more materialistic comforts, which drive them towards materialism.

There is also evidence that children increasingly measure self-worth by the products they own. According to a poll commissioned by the Center for a New American Dream, almost two-thirds of parents worry that their own children define their self-worth in terms of possessions, and feel that this problem has worsened over time. More than half of the parents admitted to buying their child a product that they disapproved of, because the child wanted it in order to fit in with his or her friends. (Center for a New American Dream 1999).

The findings of the present study also revealed that, by watching television advertisements adolescents in the present study found highly motivated to buy things just to show off among their friends, to use products when they first appear in the market and, to get more pocket money to buy new brands of products.

Television advertisements, to some extent, motivated adolescents to possess things only for self-use. To some extent by watching television advertisements adolescents realize that a person should earn more to purchase all the products available in the market and that one should provide as many comforts as possible to the family.

The findings revealed that television advertisements move forward the adolescents towards materialistic culture and there is strong need to check this trend among adolescents. It is the prime duty of the parents to assist youths to develop correct consumer skills and behavior and try to make them conscious and informed consumers. Young generation is always impetuous and impatient. They are always inclined to want their needs fulfilled immediately. Parents should help youths to be self-disciplined, help them learn to tame their drives and needs. The parents should cultivate in them the ability to delay gratification and the ability to seek and achieve balance values that often seem at odds with modern culture's emphasis on instant gratification. Without self-discipline youths are left without the ability to manage strong emotions. They may not learn the value of persistence in working toward goals requiring time and effort.

A consumerist culture teaches young generation that happiness is found in material possessions and material success. Expansion of credit cards facilities could be seen to reflect values of materialism and instant gratification. Youths are the most

lucrative consumer segment in any of the nation. Parents should help counter consumerism and competition by checking their own consumer behavior. Parents must educate youths to be responsible consumers.

Generally parents boost consumerism among adolescents when they buy on impulse, overextend their credit, shop for recreation, or always pursue the latest gadget in the market. They should keep their own consumer impulses within bounds and set boundaries and limits of expenditure of the family. Adolescents must be exposed to healthy adults who model healthy decision making skills regarding purchasing of material goods on a consistent basis. Adolescents should be taught about budgeting, saving, and waiting before making a purchase by balancing their needs and desires.

Since advertising on television is a ceaseless practice and it is hard for even adults to escape from its influence, the parents cannot do much to protect young generation from its effects until and unless the advertisers understand their social responsibility and consider the concerns of parents, consumer organizations, media forums. They should not suggest through advertisements that possession or use of a consumer item endows adolescents with physical or social, or mental characteristics superior to those of their friends or that they will be inferior in some way to others and likely to be ridiculed for not using the product. Government policy makers should protect children and adolescents from

misleading, unfair or excessive amounts of advertising. Similarly, tele-shopping and the promotion of premium-rate telephone services should not be permitted to target children or broadcast in association with children's programming. Broadcasters should be encouraged to play a responsible role through television programming.

Today, young people are surrounded by advertisements on television endorsing different brands of alcohol and cigarettes.

By the time the average teen is eighteen year old, he or she has seen 100,000 TV beer commercials (Johnson, 1991) and the Cigarettes are also the most heavily advertised product, followed by chewing tobacco, cigars, and loose tobacco. (DiFranza ,1991)

Tobacco manufacturers spend \$6 billion/yr and alcohol manufacturers spend \$2 billion/yr to encourage youngsters to "just say yes." (Source: Benton Foundation's Communications Policy & Practice program, 1999).

Television advertised messages and images normalize and glamorize the use of tobacco, alcohol and other drugs. Television commercials often show people who drink and smoke as healthy, energetic, sexy and successful. These advertisements show the supposed advantages of drinking/smoking just as more friends, greater prestige, more fun and greater sex appeal. According to (Davis, 2000) smoking can become a way for adolescents to instantly appear independent and mature while fitting in with peers who smoke.

Most alcohol and cigarettes advertising seeks to associate drinking and smoking with possessing desirable qualities or experiencing pleasure. Advertising attempts to make these products an integral part of the good life, proper masculinity, and modern culture. Alcohol and tobacco advertising thus helps create an environment in which use and over-use of wine and cigarettes are normal activities by presenting images that appeal to youth.

The item wise influence of television advertisements in the present study also revealed that adolescents were highly influenced by alcohol/cigarettes advertisements and agreed that use of wine /beer, cigarettes give independence, authority, status and feeling of being a modern person.

This is a worrying trend, wherein adolescents link their independence, authority, status and modernity with the use of cigarettes and alcohol. The Ministry of Information and Broadcasting/Ministry of Health should restrict such advertisements in media so that this devastating /distressing trend which is being swelled among young generation could be checked. Besides, the authorities of private television channels should not promote advertisements of such harmful products for monetary gains and should discourage sponsors of these products.

The prevalence, consumption and marketing practices of beer / wine and tobacco should be checked by the government regulators. The increased exploitation of tobacco and alcohol market can be deterred if ban is imposed on advertisements of these products on television. There should be a ban on all tobacco and alcohol advertising in all media. This ban should include all "passive" advertising in sponsored sports events i.e. banners, logos, etc.

Anti-drug, alcohol, tobacco etc public service advertisements should receive more prominent airing during prime time hours. Counter-ads can be more effective by dissuading young people and educating them about the negative influence of drinking and smoking. These efforts would help in curbing interest of young generation in smoking and drinking.

The other major components of television advertising are violence and adventure, which were found influencing the adolescents in the present study.

Violence is a major course in TV's curriculum. (Sweet and Singh, 1994,p.2).

Swenson (1999) put in violence into two categories – physical violence that include hitting, strangling, punching, tripping, and shooting-any bodily harm done with malicious intent. Whereas non- physical violence includes verbal assault name-calling, derogatory jokes, insults in general and verbal harassment. 27 act of nonverbal and verbal violence in the

commercials were observed in two hours in those violent commercials targeted children specifically boys. (Cited in Peterson, 2000)

Besides violence, television advertisements often show adventurous activities while promoting the products. Adventure is an exciting activity wherein a person perform an act full of action, thrill, fun, exhilaration that involves high level of risk detrimental to health and life.

The highly violent /adventurous activities of models like jumping from hill, high-speed motor/bike/boat racing, fighting with the anti-social elements to rescue someone or to possess desired goods etc are being shown on television advertisements. This portray the aggressive, bold, and dynamic/energetic super man image of a hero. These elements are often used to grab viewer's attention

The children and youths who repeatedly observe violent or adventurous activities in the media tend to rehearse what they see in commercials and try to imitate those behaviors in their real life. Adolescents are likely to copy those actions of violence and adventure that demonstrate the method of committing the activity of the model. With their superior abstract reasoning ability, adolescents are capable of imagining and planning a real life re-enactment.

There can no longer be any doubt that heavy exposure to televised violence is one of the causes of aggressive behavior, crime and violence in society. The evidence comes from both the laboratory and real-life studies. Television violence affects youngsters of all ages, of genders, at all socio-economic levels and all levels of intelligence. We have come to believe that a vicious cycle exists in which television violence makes children more aggressive and these aggressive children turn to watching more violence to justify their own behavior. (Murray, 1997, p.6).

The adolescents of the present study were found highly influenced by the television advertisements showing violence and adventures, as adolescents revealed, that to great extent, they feel like repeating the violent/ adventurous activities of models in their real life and to some extent they enjoy watching aggression, violence in television advertisements.

According to Winick, and Winick, (1979,p.435) adolescents due to, their newfound appreciation of the relativity of rightness and wrongness, along with their tendency to challenge conventional authority, probably makes this the only group of viewers with a significant tendency to admire the wrongdoers.

The findings of the present study substantiate that unnecessary and potentially harmful exposure of adolescents towards violence and adventure through the television, may exploit the special vulnerability of this age as adolescents in the present study showed their inclination for televised presentations

of violence and adventure. This necessitates increased vigilance to protect them from potentially negative influences. In this endeavor parents shall take initiatives to protect future generation from the harmful effects of television.

According to the National Forum on Television Literacy, USA: good parenting is perhaps the greatest defense against potential negative effects from the onslaught of violent images that children watch on TV. In fact, Dr. Ronald Federici, a child and family psychologist, believes that children and youth can handle violent content if they are raised in an environment where they have a solid identity, solid moral standards and are taught the differences between reality and fantasy. (Cited in Kalin, 1997).

Parents can play an important role in preventing interest of the young generation towards aggression and adventurous activities as they have the opportunity of constant alliance with their wards to give clear and explicit messages to their youths that these acts are not acceptable and may be harmful to them in real life.

Parents must take an active role in the adolescents' television watching experiences, and must consciously be aware that they need to distinguish between real life portrayals and embellished television images. In addition to the increasing parental guidance, there should be a movement of TV-Free home for a day or a week to promote less television watching, and a more productive usage of family time. Parents should offer

various alternatives to television watching, such as encouraging excursions, outdoor games, reading, other creative activities, promoting hobbies etc.

Having a supply of art materials, books, magazines, clay, musical instruments, jigsaw puzzles, and board games can help wean kids off TV. (Kalin, 1997).

Parents should also actively engage themselves in these activities with their children. Of course, the ideal thing to do would be to spend time with the children instead and can discuss political and social issues with their youths. These efforts are, however, a small step in solving a larger problem.

In educational institutions media literacy skills can be developed in students for interpretation of television messages. These effects are optimal when the students are learning alternatives to aggressive and adventurous activities. Conflict resolution skills, anger management skills, and impulse control are vital to youths. They should be taught in the media literacy programs/ workshops to ignore the large number of messages from televised programs and advertisements that promote aggression and extreme use of adventure and adopt only the nonviolent ones. Media literacy ideas can assist young students in becoming more critical viewers and thus less heavily influenced by television and televised violence. These principles as well as other media literacy suggestions shall be incorporated in a media literacy curriculum.

Another effective method of teaching adolescents that all adventure and violent activities in television programs and advertisements are 'constructed' is to take a field trip to the studios where shootings takes place. Adolescents can witness the origins of some of the programs that they watch on television at home and can understand that all these acts are performed by the trained professionals or are magic of computer graphics and imitation of those activities are not fit for an untrained person.

Simple conversations about actors, scripts and stunt people can help adolescents to understand that what they watch on television is not spontaneous, but thoughtfully planned out.

A heightened awareness on teachers' part will help in determining what television programs are influencing students. These can be brought into the classroom to be analyzed and discussed. Media literacy can be incorporated easily into language, arts or social studies units. Teaching and reinforcing these skills will help students to become more skilled and vigilant at protecting themselves against the barrage of violent images they see every day.

The media planners and government regulators too should limit violence and detrimental adventures in television advertisements to check negative influence of televised violence/adventure on youths.

5.1.2.3 Emotional Aspect

The influence of television advertisements on the emotional aspect of adolescents' lives in the present study was found to be moderate.

During television advertisements, various types of psychological appeals are used in order to obtain desired reactions/emotions. Taflinger (1996), in his study established ten psychological appeals which advertisers use to motivate people to buy products which are; self-preservation, sex, acquisition of property, self-esteem, personal enjoyment, constructiveness, destructiveness, curiosity, imitation and altruism.

He further said that by linking the psychological appeals to a product being advertised, an advertisement makes that product seem more attractive to a consumer. If an ad can make it appear that buying the product can improve a person's chance of staying alive, reproducing gathering resources, improving their self-esteem, having more fun, being more constructive, be able to imitate desirable abilities or appearances, then the consumer may be more likely to buy the product. (Taflinger, 1996).

Television advertising appeals instill needs and desires in human minds, which earlier, may or may not be consciously recognized by people/viewers. These advertising appeals awake or arouse the dormant desire in the minds of the individuals and motivate them to take action, which would ultimately lead them toward satisfaction of the desire as claim by the advertisers.

Television advertisements boost the primary and secondary wants of the human beings, which can be quickly aroused and are stronger movers to action.

The primary wants of the human beings tend to be innate, bioorganic, or unlearned. e.g. thirst, hunger, sex, comfortable surroundings, escape from pain and danger etc. The desire to eat and drink are aroused through the sense of sight, smell or hearing, for instance advertisements of soft drinks have an appeal of thirst quench and advertisements of food products have an appeal of hunger in the display of appetizing and luscious foods, both lead to the satisfaction of the thirst and hunger.

The item-wise findings of the present study also show that, to some extent, advertisements for soft drinks like Pepsi, Coca-Cola etc, and advertisements for readymade food i.e. McDonald's foods, Amul Ice-creams, Britannia cakes, Uncle chips etc. increased thirst and hunger for aerated drinks and instant foods in adolescents of the present study.

Television advertisements enhance the secondary wants as well, which are likely to be acquired, sociogenic, or learned i.e. health, vigor, style, beauty, success, prestige, cleanliness, profit, security/safety, social approval etc.

Commercials for cosmetics, for instance, with their promise of instantaneous gorgeousness exploit the ambition of young adolescents girls to look beautiful, charming and dazzling like models to get noticed by the friends of the same/opposite sex.

Moreover, advertisements of health /energy drinks like Glucon-D, Bournvita, Milo, Horlicks etc, reinforce the aspiration of boys to become muscular, athlete, sporty, and energetic.

More or less, all television advertisements show beauty, charm, pettiness and sensuality of female models and masculinity, muscular body, vigor and dynamism of male models, which may arouse fascination in boys and girls for the opposite sex.

The item-wise findings of the present study also affirm that sex appeal of male/female models used in television advertisements, to great extent, arouse desire in adolescents for romance and sex.

Television advertisements of modern outfits, expensive /luxurious stuff like jewelry, motorbikes, cars, personal computers, compact disc player, mobile etc appeal to adolescents and develop desires in young generation to adopt contemporary style, trend and mode of living to gain prestige and status in society

The item-wise findings of the present study, also ascertained that, television advertisements of expensive products, to some extent, developed a desire in adolescents to use expensive products to gain prestige. Findings further revealed that, by watching television advertisements of different eye-catching products, adolescents, to some extent, developed a wish to give and get gifts from their family and friends to express and acquire love, compassion, warmth from near and dear ones,

which satisfy the primary need of love, care, inclusion, companionship etc.

The present study further revealed that adolescents were highly influenced by television advertisements, which guarantee security in financial matters. By watching such advertisements, adolescents to great extent, realized that a person should secure his future, health, house by purchasing life insurance, Medi-Claim policies and policies for accidents like fire, causalities, theft and for natural disasters etc.; by buying bonds like IDBI, ICICI; by keeping money in term deposits in national and multinational banks; and by using credit card facilities of visa cards, master cards etc to ensure financial safety and security.

The safety and security needs /wants are the driving forces behind an individual's behavior. These needs are concerned for order, stability, routine, familiarity, certainty and control over one's life and environment. Television advertisements some times use fear appeal to motivate action. The intent of using fear appeals in such advertisements is to create anxiety that can supposedly be alleviated by an available product or service. These fear appeals have significant degree of emotional impact upon the viewers. The element of fear is closely associated with the desire for security. While the yearning for security may be very strong, it is hard to arouse unless the possibility of insecurity appears to be imminent for e.g. the advertisement for Medi-Claim shows the person in an urgency of expensive heart surgery and

Medi-Claim came forward to help him in the financial need of hour. The television advertisers often use such appeals to arouse fear, anxiety, tension, and insecurity in the minds of the viewers to sell their services.

The adolescents in the present study were found highly influenced by television advertisements urging to secure future. This is a noteworthy finding, as adolescents of present age could understand the significance of secure and safe future. Notwithstanding the fact that, providing secured future to their wards is the duty of adults, the adolescents were found awoken at this young age which implied that, safety and security of self and family would be a main concern in their adult life too.

The results of the present study also showed that adolescents were highly influenced by television advertisements containing intention of broadening sense of moral responsibilities of an individual towards society for e.g. social cause advertisements urging people to eradicate social evils from the society like, dowry, atrocities against women, female infanticide/foeticide, child marriage etc.; the social cause advertisements motivate people to donate money for orphans, to help destitute women, old people, mentally retarded, physically handicapped etc.; and also such type of advertisements persuade people to adopt good civil practices, like tree plantation, save wild life, conserve water, electricity, fuel, paper etc.

The item-wise finding of the present study revealed that, to great extent, social cause advertisements developed a feeling of moral responsibility towards society/Nation in adolescents of the present study.

This is an encouraging finding that, after viewing such television advertisements; adolescents developed a feeling of moral responsibility towards society. It is appreciable that adolescents who are the future of the nation are grasping messages, which are beneficial to them and the society in a broader sense.

Social advertisers, if continue their endeavor of disseminating knowledge/information/ ideas about social evils and develop understanding about healthy social practices, it is hoped that, these social evils can be exterminated from the society in future and good civil knowledge and sense of responsibility can be developed. This may take place as the younger generation in the present study, are highly influenced by television advertisements preaching moral duties, responsibilities, and obligations of citizens for the betterment of the society and nation.

The media planners should take advantage of the concerns of adolescents in such type of advertisements, and plan and promote messages for the liberation of society from the malpractices and social evils. In India, after more than fifty years of independence, many social evils are still existing in the society

and some social problems which were alien to our culture previously have embedded their roots in the Indian culture, such as break down of families, extra- marital affairs, drugs, sexually transmitted disease and AIDS, nudity in the name of fashion etc. Hence the responsibility of the social advertisers is increased manifold and they should continue their efforts in this regard.

5.1.3 Overall and Aspect wise Influence of Television

Advertisemans on Different Aspects of Adolescents' Lives in Relation to the Selected Variables

5.1.3.1 Sex

The findings of the present study showed, that in relation to the variable sex, highly significant differences were found in the overall influence of television advertisements in that, girls were found to be more influenced by television advertisements in comparision to the boys.

The findings of the study further revealed that, significant differences were found in the influence of television advertisements on the educational, social and cultural aspects of boys and girls in which, girls were found more influenced by television advertisements in comparision to the boys, as far as educational, social, and cultural aspects of their lives were concerned. No significant differences were, however, found in the emotional aspect of adolescents' lives according to their sex.

The overall high influence of television advertisements on female respondents may be due to the reason, that girls generally are curious viewers of television and like to watch television regularly.

Signorielli(1997,p.1) says, that from an early age girls are active participants in the media community, watching over twenty hours of television a week, seeing 20,000 advertisements a year, listening to radio and CDs ,watching music videos, reading fashion magazines, news papers and playing video games. The cumulative impact of this media may make it one of the most influential forces in the adolescents' community.

As girls depart from childhood stage, enter adolescence age, and on the verge of womanhood, they peep to many sources including the media for guidance. In this period of change, they determine their goals and priorities for the future. The messages sent in even one television show or movie, or magazines, or advertisements do not stand-alone. They become part of a larger sphere of influence in girls' lives and thus, have the power to reinforce, or potential to challenge.

Unnikrishnan and Bajpai (1995,p.64) have stated that the girl establishes her own special relationship with her TV set. It is her companion, her surrogate playmate, compensating for other activities within and outside home. Therefore the soaring indulgence of girls in viewing television keeps them exposed towards television advertisements. This may be the reason why

girls in the present study were found highly influenced by television advertisements.

The advertisers in the modern age are keeping themselves abreast of the changing role of women in modern society. Single-family household, working mothers, alternative family structures and ever-increasing buying powers of women combine to redefine gender roles and question the stereotypical assumption that mothers buy the groceries and do the cooking.

The advertisers are not only showing female in typecast roles of housewives and mothers but female in the central and intelligent roles as well. Various advertisements in past were presenting male as a supreme authority in purchasing decisions. This setting has changed in the modern age and female are shown equally important in purchasing decisions, may be in a simple purchase of detergent or in purchase of highly sophisticated machines, gadget, computers, automobiles or purchase of bonds, insurance policies which were earlier concerns of the males only.

This may be one of the reasons why the girls were found highly influenced by television advertisements in the present study.

The high influence of television advertisements on girls in social and cultural aspects, may be due to the reason as Smith pointed out that, the effects of children's social learning from advertisements is basically, shown as how to behave, eventually

accepting without question the assumed images as 'real' taking cues regarding appropriate gender behavior (Smith, 1994).

Generally in the television advertisements there is an assortment of female models with stunning faces, flashing smiles, alluring curves and awe-inspiring fashionable costumes promoting various products. Besides this there are many products, which have no relevance to women but are being marketed with the help of advertisements using beautiful female faces. Thus television advertisements are jam-packed of beautiful female models and hence advertising world, now days, is known as 'pretty girl' industry.

In the adolescent age young people crave for sexual identity and wish to identify with the same sex models. Girls today are exposed fervently to appealing female models in overflowing television advertisements; and so these female models may become their role models worth to emulate.

Courtney and Whipple (1983) indicated that children are far more likely to imitate the behavior of same sex models than opposite sex model either due to reward from parents and peers, or due to more accurate recollection about the actions of their own gender. (Cited in Smith, 1994,p.323)

The girls today brought up in egalitarian atmosphere yearn for their self-identity and they would not turn down any opportunity for their personality development. In the television advertisements females are not always shown as, tempting and as

sex objects but rather independent, performing dual roles of homemaker and career women, cosmopolitan in attitude, and are mobile. In urban families girls generally are given freedom to access to education, in selection of career and in choosing mate too. With the influence of media, the girls may perhaps like to become independent, career-oriented, cosmopolitan and financially optimistic besides looking attractive and modern.

Signorielli (1996), found out in a study on gender and media, the dual role media play. The study illustrated that media offered girls many positive role models, women shown being self-reliant, and using intelligence, honesty and efficiency to achieve their goals. The study also shows, however, that the media often contain stereotypical messages about appearance, relationships and priorities. Most importantly, the findings show that all of these media do send girls similar messages-both positive and negative-increasing their influence through repetition.

An added reason of high influence of television advertisements on adolescent girls, on their social and cultural aspect possibly is that, girls are having normally more flexible attitude towards watching television advertisements than boys. The males may not keenly observe product, even vaguely, regarded as feminine; while females are more likely to observe/purchase those products normally classed as male; for instance the boys may not prefer to watch television advertisements of cosmetics like facial creams, lipsticks and nail polishes etc.

whereas girls may like to watch products meant for use of male only, like advertisements for neck tie, t-shirts, shaving creams, after shave lotions, razors etc.

Smetana and Letourneau (1984), conducted a study on child play and found that boys were completely unwilling to play with female type toys, whereas the girls had no objection to playing with toys that generally be regarded as male. Surely advertising companies take these attitudes into account when creating their advertisements. This may be the reason of using female models in advertisements for products for use of male also. (In smith, 1994, p.326).

This attitude of girls is reflected in their purchasing of the products as well. Girls' purchasing domain is therefore wide as they generally exert influence on the family decisions for purchase of products for household, for male members of the family and for self. Therefore, they may be watching television advertisements keenly for all the products and consequently the influence of television advertisements on girls is manifold.

The influence of television advertisements on the educational aspect of girls was also found to be high. This might be because role -orientation of women is constantly changing .The females in present day society are not expected to perform home duties alone but are required to be aware about societal events and to take active part in their surroundings and events. Their access to information through mass media-television,

newspapers, magazines, internet-surfing etc is also increased as compared to the earlier generation. The girls now days are more conscious about the society, home, personal development i.e. for education, vocation and for family's well being and augmentation.

The advertisements are in fact a bundle of information that contains the messages, ideas, and knowledge not only about the product but also poignant developmental messages of the government and non-government organizations, focusing on social evils and urging people to get rid of them, educating consumers about their rights and interests. As discussed earlier, the girls in the present day society are aware about their environs and adopt the educational messages being dispersed by the advertisements. The high influence of television advertisements on the educational aspect of girls may be due to their awareness, curiosity and their sentiments of the well being of their home and family members.

The other reason of high influence of television advertisements on the educational aspect of girls may possibly be, because, generally girls are intense observers and can perceive many things, which boys may even not notice. Huebner (1999), in the study of gender differences in memory perspectives, found that female participants reported more observer imagery than male participants both for memories in general and for memories for certain situations.

The girls may therefore, avidly perceive television advertisements and retain the messages and gather/ use information more effectively.

The findings of the study further shed light on the fact that the variable sex did not make any difference in the influence of television advertisements on the emotional aspect of adolescent boys and girls.

This may be due to the fact that, the advertisers use the incredible power of words and luminous images in television advertisements to trigger the emotions in the viewers may be the young child, adolescent, young adult or an elderly person irrespective of their gender.

The advertisers for triggering emotional reactions in the audience's minds use the connotative meaning of words and visuals, which conjure up the minds of the audience when they view. The audience then responds emotionally rather than intellectually as the advertisers make the audience agree on emotional level. The logical argument would then not influence audience, as they feel, why they should not believe the advertisers what they are being told to them. When such words/images propelled on adolescents, boys and girls may react in the same way as both are passing from transitional and confused stage of life and facing more or less similar sort of physical /emotional problems because of glandular changes occurring during this period of boys as well as girls.

Television advertisements present the stimuli through the use of words and images, can trigger the reactions in much the same way that reality does. The psychological appeals in the advertisements when tied with the product make that product seem more attractive to consumers, especially the young consumers, irrespective of their gender.

The television advertisements make it appear to the adolescent boys and girls that buying the products can solve their problems, improve their chance of good life, brilliant career, can enhance their self esteem, confidence, can give more fun, can make them able to gain desirable qualities and smart appearance. Since in the adolescence stage both boys and girls thrive for their self-identity and crave to gain sexually identified qualities besides prestige and approval from their peer group, both may fall prey of the emotional manipulations of television advertisements.

This may be the reason that no significant differences were found in the influence of television advertisements on the emotional aspect of adolescent boys and girls in the present study.

5.1.3.2 Level of Social Maturity

As far as variable the level of social maturity of respondents was concerned; the findings of the study showed significant differences in the overall influence of television advertisements on adolescents who were socially more mature and mature.

Socially more mature adolescents were found more influenced by television advertisements in comparison to the mature adolescents.

At the same time significant differences were also found in the influence of television advertisements on the social, cultural, educational and emotional aspects of adolescents according to the level of social maturity. Socially more mature adolescents were found more influenced by television advertisements in all the aspects of their lives i.e. social, cultural, educational and emotional, in comparison to the adolescents who were socially mature.

The social maturity has various aspects of social abilities as self-sufficiency, occupational activities, communications, self-direction, and social participation. Socially mature adolescents generally are open to the changes in the social structure and settings and adapt themselves accordingly or as per demands of change, have willingness to interact, sensitive to the rights of individual and group, have ability to understand and can communicate without stint, have ability to work independently, to take stress, initiative, and have capacity to act independently.

The socially mature adolescents generally derive pleasure by exploring the surroundings. The exploring meets some of the most important personal and social needs of these adolescents. Adolescents when view advertisements on television may derive pleasure in exploring more about the advertised products by

chatting with the peers, survey the market of related goods, get informed themselves on alternate media, internet and by visiting cyber café etc.

Qualities associated with the social maturity, may subsist more in the socially more mature persons. Respondents of the present study who were socially more mature might possess such qualities more than the socially mature adolescents. Since mature adolescents are apt for changes, the more mature adolescents must be having more social tolerance, openness to change or willingness to accept changes and desire to acclimatize the changes, are more cooperative with family, friends and society in general, have belief in persons, having power to take independent decisions, are more snooping, explorer and inclined for imitation.

The probable interpretation of high influence of television advertisements on all the aspects of socially more mature adolescents may be that, the more mature adolescents might be open for socio-cultural changes more than the socially mature adolescents.

The society's reflection in the media is continuously changing. The media is giving a picture of the society as migrating towards over modernity, moving towards unwarranted materialism, money/status symbols, pushing towards westernized –merry minded culture, highly progressive, instill narcissistic standards in the society etc.

Today's renaissance makes a moment when human beings have achieved the ability to direct certain aspects of their own evolution through their cultural and technological innovations. In this sense our computers and net works are doing any thing to us – we are doing something to ourselves through these new tools. (Rushkoff,1999).

In the twenty-first century the overall scenario is promoting change, society being drifting towards advance technological world. In such an atmosphere adolescents are interested in higher states of complexity and greater level of awareness about the well being of society and themselves on factors like health, education/vocation, good civil life, healthy environment free of social evils etc. Instead of simply waiting for shift on a biological basis to become adult, adolescents today are endorsing rapid socio- cultural transformation to keep pace with the revolutionary agent of change i.e. media.

The adolescents of the present study, regardless of the fact that they were more socially mature were found highly influenced by television advertisements; because they too may be learning from the technological progression and changed socio-cultural environment and therefore found to be influenced by the electronic communication's infrastructures in which advertising is a major component.

The adolescents who were socially more mature in the present study, may have embraced the media, which teach them coping strategies and may have developed desires in them for the energized, highly networked, enlightened and impulsive life style of which they are fast becoming a part

It is apparent that, the more mature adolescents may be having large social circle of friends than the socially mature adolescents. They may, therefore, be inclined to get themselves abreast of media contents and their proceedings to converse with their peers. They might be interested in knowing the innovations in the fields of goods and services like automobiles, computers, electronic items, clothing, fashion etc to become aware about the social progress. The television advertising constantly propagates the progress /innovations in the fields of goods and services and socially more mature adolescents might be taking hold of informational contents of the advertisements.

Since the socially more mature adolescents are concerned about their social surroundings and feel social responsibility; they may be more concerned about the social issues like spread of AIDS and its prevention, pollution control, women issues, national integration, conservation of energy/water and various other social problems. The social advertisements on television spread awareness about such social issues and the socially more mature adolescents might be taking hold of contents of social advertisements on television.

There may be other factors too that perhaps came in the way of the difference of the influence of television advertisements on socially mature and more mature adolescents like socio-economic status of the family, size of the family, family environment, ordinal position of the adolescents, personality of the parents and peers, educational level of parents, exposure towards mass media & interest of adolescents. These and some other unseen factors might cause difference in the influence of television advertisements on more mature and mature adolescents.

5.1.3.3 Advertisement Viewing Behavior

According to the advertisement viewing behavior the findings of the study illustrate significant differences in the overall influence of television advertisements on adolescents. Adolescents who had highly intense advertisement viewing behavior were found more influenced by television advertisements in comparison to the adolescents who had moderately intense or less intense advertisement viewing behavior.

The findings of the study further showed that significant differences were found in the influence of television advertisements on the social, cultural, educational and emotional aspects of adolescents' lives. The adolescents who had highly intense advertisement viewing behavior were found more influenced by television advertisements in social, educational and

emotional aspects in comparison to the adolescents who had moderately intense or less intense advertisement viewing behavior.

As far as the cultural aspect was concerned the adolescents who had less intense advertisement viewing behavior were found more influenced by television advertisements than their counterparts.

The term advertisement viewing behavior in the present study stands for the way the adolescents look at the advertisements i.e. an act of viewing, observing and evaluating the advertisements. The term further includes the retention and recall power of adolescents regarding television advertisements.

The intensity levels of viewing television advertisements is determined by the attention, content of commercials, co-activities of viewers, the time of day, motivation for viewing, watching solely or in-group etc.

Pick & Flavell (1977), say that in the adolescent stage selective attention and adaptability generally develops in adolescents. As the children grow older they acquire greater control in allocating their attention to task and their attention becomes more selective. They are better able to ignore the irrelevant information and to focus on the relevant and attention becomes more flexible and adaptable. (Cited in Wartella, 1980).

The adolescents who had highly intense advertisement viewing behavior were found highly influenced by television advertisements, may possibly be because these adolescents might be viewing television advertisements more intensely, and might be evaluating advertisements' visual and auditory elements like presence of activity or movement on the screen, appealing models, animation, colors, photography, beautiful landscape, eye catching attire and tempting automobiles etc; and auditory elements such as music, auditory changes, rhyming jingles, slogans alliterations and peculiar voices etc.

It cannot be denied that television advertisements with the visual and auditory elements extract, seize and maintain attention of the viewers. These elements tend to grab the attention of viewers and the adolescents in the present study who watch advertisements more intensely must have been attracted more by these elements of advertisements.

Adolescents, who watch television advertisements intensely, may retain the messages, and recall the advertisements more effectively than their counterparts.

Many researchers had established relationship between the influence and recall ability of television advertisements.

Another measure of advertising effectiveness relates to recall, which is suggested to play an important role in generating brand awareness, the relationship between likeability and recall has also been empirically confirmed, a commercial is more

inclined to be remembered and recalled if the viewer actually likes it. (Ewing and Napoli, 1998).

There is every possibility that, fervent viewing of television advertising may affect brain and heart and carve impact upon them.

We don't forget what we see. The limbic brain is connected to our memory, and the pictures we see on TV are remembered—either consciously, unconsciously, or sub-consciously. (Johnson, 1999).

Finally, the heart is now seen as an organ of perceptions that can respond to a stimulus and release a hormone like substance that influences the brain activity. (Pearce, 1992, Cited in Johnson, 1999,). The adolescents, who had highly intense advertisement viewing behavior, naturally would be affected by advertisements deeply.

The high influence of television advertisements on the social and emotional aspects of adolescents who had highly intense advertisements viewing behavior may be due to the reason that human being desires to look or act like some one else. Imitation is a psychological appeal. Advertisers exploit the inner desire of human being to imitate. They use imitation as an appeal in advertisements and they assume that target audience admires and wishes to be like the models by purchasing the product or services in order to achieve what the models represent. The advertisements for grooming and beauty aids,

automobiles, attire, beer, soft drinks etc. use this approach. This usually give emotional arousal to the audience for taking on another role, living the life of people on the screen in imagination, identify with the screen characters and submerging oneself in a fantasy adventure.

An interesting aspect of imitation is that its effectiveness decreases with the age of the target audiences. Research shows that imitation is most effective when aimed at teens, is less effective with adults and almost useless with older adults. (Panco, 1992. Cited in Taflinger, 1996)

The adolescents in this stage seek their own identities; they search for models to emulate. Such models will usually be those featured in the advertisements like sports figures, film stars and models appearing in the advertisements.

It is not necessarily that youths try to be these people, but they wish to present the images of these models .The imitation of models by all the teenagers is inevitable, but the adolescents who are watching television advertisements intensely may closely observing the models, their life styles, behavior, and appearance and may strongly wish to imitate them in their real life.

The educational contents of advertisements i.e. the logical, rational argument put forth by the advertisers to reveal the benefits of using the products or services which have the bundles of values in it, could perhaps be grasped intently by the adolescents who have highly intense advertisement viewing

behavior, for instance, the social advertisements which provide social education for prevention from dreadful disease AIDS, the adolescents who have less intense advertisement viewing behavior would generally give a passing look to such advertisement but the adolescents who have highly intense advertisement viewing behavior would take on every informative capsule about the disease, its causes , preventive methods and the way how to lead life with AIDS if happen to be infected. The adolescents who are intense watcher of television advertisements would absorb the informative and educative tips of such television advertisements and would definitely live a cautious sex life in their adulthood.

These may be the reasons that adolescents who had highly intense advertisement viewing behavior were found more influenced by television advertisements in the social, emotional and educational aspects than the adolescents who had moderately intense or less intense advertisement viewing behavior.

The present study further revealed that adolescents who had less intense advertisement behavior, were also found highly influenced by television advertisements in the cultural aspect of their life. This finding clearly depicts the power of advertising, which is too strong in the modern society that the adolescents regardless of their intensity of watching the advertisements, may

not be able to defy the changes in our culture being promoted by the advertisers in the society.

This may be the reason that the adolescents in the present study, with less intensity of advertisement viewing behavior too, were found highly influenced by television advertising in their cultural aspect of life.

The youths are less deep-rooted in their culture and they deal in a practical way. As such they appear much more willing to accept cultural changes as a natural, even pleasurable evolutionary process. The Indian society is changing from traditional to more modern and the changes, which are coming in the society because of the modern technology and media may be effectual in appealing to a youth population who are intent on adapting to the coming cultural shift.

It can be inferred from the result of the present study, that the modern adolescents are prone to the enduring cultural changes in the society endorsed by the media and its influence upon them cannot be denied, even if their advertisement viewing behavior is less intense.

5.1.3.4 Mother's Occupational Status

According to the variable mother's occupational status, the findings of the study showed significant differences in the overall influence of television advertisements on adolescents, in which, respondents who were having working mothers were found more

influenced by television advertisements in comparison to the respondents having mothers occupied in home making only.

The study further revealed that influence of television advertisements differed significantly on social, cultural and emotional aspects of adolescents' lives in relation to their mother's occupational status. The adolescents of working mothers were found more influenced by television advertisements in their social, cultural, and emotional aspects in comparison to the adolescents whose mothers were housewives. However, mother's occupational status did not make any difference in the influence of television advertisements on the educational aspect of adolescents' lives.

Now days thousands of children and adolescents arrive home from school to an empty house and throw themselves in front of television- a best companion to entertain them without any encumbrance. Apparently, they may be exposed to more number of advertisements in a cyclical manner.

Over the last twenty-five years there has been an increase of over 3.5 million in the female working population. One result of these trends has been an increase in what is termed "gazing" as more mothers go out to work and fewer families sit down together to proper "family" meals (Advertising Association-1997).

In the Indian society also, with many more women in the work force, it is becoming difficult for many parents to participate actively in rearing of their offspring. As a result, such parents may

see parent involvement in rearing of their progeny as an additional pressure.

Employed mothers have different ways of nurturing their children than mothers who are not working. The working mothers may have limited time, energy and have added responsibilities of home as well as professional burdens albeit the fact that working mothers have extra financial resources than non-working mothers. Owing to paucity of time such working mothers from the beginning use media as an electronic baby sitter. Dr. Cupoli (2000), a pediatrician at children's memorial hospital in Chicago said that, it is easy to plop the young ones down in the front of the TV, its wrong, but a lot of us do things wrong because we are too tired, we are overwhelmed or we just don't know better. (Source: www.benton.org/)

Working mothers regard television as naive and undamaging way of keeping their children occupied. Working mothers might be feeling that leaving children in front of a TV set releases them from the responsibility of finding things for children to do, limits the physical movement of children and ensures that they stay at home safely when they are at work.

The adolescents of working mothers from the beginning, become habitual of absence of parents from home for long hours and watching TV gradually turn into their sole mate as they grow old, they establish special relationship with TV set, it then convert into their companion, their surrogate playmate, compensating the

absence of their mothers. The working mothers who experience guilt of not giving full time to their growing children because of their work priorities like meetings, conferences, working dinners etc. may feel that they are deserting their growing brood by leaving them alone, while they work. This may intensify the working mothers' feelings of guilt. The working mothers therefore shed their guilt feeling, by succumbing to whatever demands of the advertised products that their teenagers put forth.

The mothers out of deep rooted feelings of guilt for leaving children for long hours, attempt to make up for the neglect and assuage their guilt by showering them with goodies and giving into their demands more easily than parents of yesteryears. (Singh, 1987,p.40).

It is not needed to reiterate here that, television and advertising are indistinguishable to each other. Concurrently adolescents' relationship with television advertisements also keeps on developing.

Today adolescents graduate into becoming active consumers as they begin watching television advertisements almost from early childhood. The fallout of early exposure to television advertisements generates greater anticipations and expectations among such children especially by the time they arrive at adolescence stage and become a part of active consumer audience, they may not be contented with the nature of

information that advertisements supply and look beyond and explore to know more and more about the product advertised.

The adolescents of working mothers who found highly influenced by television advertisements in the social, cultural and emotional aspect of their life, as discussed earlier, might be watching television from the beginning and the television may have become their accompanying buddy. They might be considering television advertisements as their guide, informative means and one of the best problem solver, as they might be pretending that, television advertisements have magic remedy for all the common problems of this age like acne, dandruff, falling of hair, bad breath, tooth decay etc.

Television advertisements for adolescents, besides, having solutions for all their problems, may be providing guidelines to them for the contemporary behavior, life style, clothing, hairstyles, shoes, personal accessories and cosmetics.

The other factor of high influence on adolescents of working mothers perhaps is that the spending power of family increases when both the parents are earning and more number of consumer goods comes within the reach of these families. The increased consumption of such families influences the purchasing habits of adolescents also. Due to the double income children's spending is on rise in the urban middle class families.

According to Texas Advertisements and Marketing professor James McNeal (Cited in Zoll, 2000,p.1), Children under 12 spent more than \$24 billion of their own money in 1997, while directly influencing the spending of \$188 billion more. McNeal estimates that by 2001, children's spending may reach \$35 billion. In the 1960s, children aged 2 to 14 directly influenced about \$5 billion in parental purchases. In the mid-1970s, the figure was \$20 billion, and it rose to \$50 billion by 1984. By 1990, kids' direct influence had reached \$132 billion, and in 1997, it might had peaked at around \$188 billion. Estimates show that children's aggregate spending roughly doubled during each decade of the 1960s, 1970s, and 1980s, and has tripled so far in the 1990s. Between 1994-1998, teen spending also jumped up, from \$63 billion to \$ 94 billion a year.

The Indian picture is perhaps fairly similar as more and more women are up-and-coming in the work force and per capita income of the family is on the rise. For that reason, urban adolescents might be getting good pocket money, credit cards for own use, personal bank accounts and more liquid money at their disposal. An increase in adolescents' spending goes away in clothing to look stylish, keep up with trends, and to gain peer acceptance. Food and entertainment add in the list, as more money is being pay out on sweets, chocolates, ice-creams and eating out with friends at fast food parlors, and also put them into practice of going out for fun, movies, picnics and so on.

It can therefore be presumed that, early exposure towards television advertisements, and easy access to consumer goods may be the reasons of high influence of television advertisements on social, cultural and emotional aspects of adolescents of working mothers.

5.1.3.5 Mother's work status

The findings of the present study revealed that, according to the variable, mother's work status, no significant differences were found in the overall influence of television advertisements on adolescents. Significant differences were, however, found in the influence of television advertisements on the social aspect of adolescents' lives as adolescents whose mothers were professionals, were found to be more influence by television advertisements than the adolescents whose mothers were in middle order vocations or were skilled/unskilled workers.

The influence of television advertisements did not differ on the cultural, emotional, educational aspects of adolescents' lives according to the variable mother' work status.

In the preceding paras it was discussed that influence of television advertisements was high on the adolescents who were having working mothers. It was assumed that, adolescents of working mothers grow up and live in, with television. It was also discussed that television and advertising are impossible to keep apart.

The adolescents of the professional mothers would also be stand for the same state of affairs and may be considering television as their mate after school time when no one is there to attend them. They may as a result, continuously be exposed towards television advertisements and get influenced. Leave aside their too much exposure towards television advertisements; adolescents of professional mothers may be enjoying more purchasing power in comparison to adolescents of other working mothers, as the professional mothers have elevated working status, power/perks and financial affluence to shower upon their wards.

Generally the standard of living of such well off families is high and their consumption pattern also represents pompous class. The adolescents of professional mothers may have easy access to new products and different brands of products. They may, therefore, be watching television advertisements more keenly to keep themselves abreast of new arrivals in the market to purchase and to gain prestige from their peer group, teachers and neighbors for getting applause from them. The high influence of television advertisements on adolescents whose mothers were professionals, might be because of the attributes associated with the professional mother's life style as well as adolescents' traits gradually develop due to their professional mother's distinctiveness.

5.1.3.6 Class of Study

The findings of the present study revealed that according to the variable class of study, no significant differences were found in the overall influence of television advertisements on adolescents of secondary and higher secondary classes.

The reason why no differences were found in the influence of television advertisements on secondary and higher secondary students, may be, because children of the present time as pointed out by Rushkoff are born into electronically mediated world of computers and television monitors and that is why they are called 'screenagers'. While the members of every generation experience some degree of tension with their own children, today's screenagers have been forced to adapt to such an extent that many of their behaviors are inscrutable to their elders. (Rushkoff, 1999).

The children of all ages appear to be interacting with their world in ways that is dramatically altered from their earlier generation. The intensity of evolutionary changes in their behavior shows no signs of slowing down. They are therefore termed as smart kids. The reason why class of study did not put significant difference among the adolescents might be because kids since their birth are viewing television programs and gleam with other electronic gadgets and are too smart to understand all type of adult's programs and advertisements. Some times adults ask their children about the stuff of the advertisements. This may

be the reason that adolescents were found influenced by television advertisements irrespective of the class they were studying.

The other reason why the influence of television advertisements did not differ on adolescents of secondary and higher secondary classes, may be, that in India there is dearth of television programs for children and youths and mostly they are watching television programs meant for adults i.e. soap operas, movies, serials, talk-shows, documentaries all revolve around adult life. In the Indian media, children based programs are often neglected and importance by and large is given to complicated social structure of an Indian society depicting family tensions, relations between husband and wife, pre /extra marital relations, corruption, suspense, horror, thrills etc. There are not much programs specifically for teens, which show their problems or give them guidance regarding their concern. There is no separate channel for children.

Since children of all ages watch adult based programs /advertisements most of the time, they become accustomed with the adult's life and can grasp what is shown on television. There is therefore no difference was found in the influence of television advertisements on secondary class students or on students of higher secondary classes. A possibility of no difference in the influence of television advertisements on secondary and higher

secondary students may be as today's youths are independent in their acts and participate in the adult's affairs as well.

The findings of the present study further revealed that significant differences were found in the influence of television advertisements on the social and the emotional aspects of adolescents' lives according to the variable class of study. The higher secondary class students were found more influenced by television advertisements in their social and emotional aspect in comparison to the secondary class students. The class of study did not make any difference in the influence of television advertisements on the educational and cultural aspect of adolescents' lives.

The adolescents of higher secondary classes are in the late adolescence stage and they are referred to as young men or women, which implies that the characteristic behavior of this period approximates that of an adult.

The adolescent in the early adolescence stage depends on his or her parents for nutritional and physical care and maintenance, transportation and physical comforts. However, adolescents in late adolescence stage differ in needs as compared to the young adolescents. Their dependency on parents for physical care and maintenance i.e. clothes, personal care items, studies etc. gradually decreases. The vehicle enhances their autonomy and a shift in attachment occurs from the parents to outside world, peers, dating partners etc. The gradual

evolving of adolescents maturity coupled with the resultant change in physical, social and emotional needs lead to certain corresponding changes in order to meet these new needs .In this age a sense of worthwhileness to family and to society in general erupt, a respect for self and others i.e. role models and a sense of social competency and ability to cope in social situations also grow up.

The adolescents in late adolescence stage visualize the surroundings as external agencies persuade them to look at, among which the most powerful transmitter of social standards is the media. The older adolescents learn to put themselves in other's shoes to look at the world. They become more flexible and capable of making inferences about how and why people behave as they do and about what others see, feel, think, intend, and are like. Adolescents, in the late adolescence stage then, try to cope with their environment by constantly accommodating to new events and assimilating these new events into their lives

Advertising, which is one of the powerful media, influences their viewpoint and judgment regarding their personal and social life as well as about the life of parents and peers etc. The potential impact of the advertising in establishing identifiable role models cannot be underestimated. Advertisements in newspapers, television, movies, magazines, and billboards bombard the adolescents with images and messages about appropriate behavior, proper dress code, appearance, food habits, and

means of entertainment, traveling, and beliefs. Avoiding the overt and covert messages of society portrayed through the advertising media is virtually impossible in this transitional period of life. For male adolescents the standards portrayed include physical fitness, power, and independence. For female adolescents the standards portrayed include thinness, femininity and beauty.

The higher secondary students are in the late adolescent stage - a stage of heightened emotionality, which means more than normal emotionality. In the closing years of adolescents heighten emotionality become common as many conditions may predispose the adolescents to heighten emotionality like social expectations of more mature behavior, unrealistic aspirations, social adjustments with the opposite sex members, educational and vocational problems, thrive for financial independence, tensions due to disequilibria with the parents and siblings etc.

In such a confused stage, the adolescents are more likely to take move to peers for support and towards mass media, especially television advertisement's strapping appeals, which transmit thoughts, ideas, values and beliefs and may emotionally manipulate them through captivating music, gushy story lines, celebrities promoting products, excessive use of sex appeals, westernized life style endorsing fun, romance, excitement, individualism etc.

This manipulation by media makes adolescents more susceptible for influence of television advertising as the adolescents in the late adolescence stage are craving for identity and have various problems and they look to outer forces for direction. The television advertisements may offer older adolescents scripts about gender roles, conflict resolution, and patterns of courtship and sexual gratification that they may be unable to observe anywhere else. This may be the reason why adolescents of higher secondary classes in the present study were found more influenced by television advertisements in their social and emotional aspects than the adolescents of the secondary classes.

5.1.3.7 Viewing Duration

The study revealed that, according to the variable viewing duration, significant differences were found in the overall influence of television advertisements on adolescents, in which, the influence of television advertisements was more on the light viewers in comparison to the heavy and moderate viewers. Similarly, significant differences were found in the influence of television advertisements on the social aspect of adolescents' lives where influence was found more on the social aspect of light viewers than moderate and heavy viewers.

No significant differences were found in the influence of television advertisements on the cultural, educational and emotional aspects of adolescents' lives according to their viewing duration.

The findings revealed a contrary picture wherein light viewers of television were found more influenced by television advertisements than those who were heavy or moderate viewers. However the reasons why light viewers of television were found highly influenced by television advertisements could be, that they may be watching television for less hours but might be having too much interest in watching television advertisements for different products. They may be keen viewers, might be giving full attention to television and their general retention and recall power may possibly be high and consequently get influenced by television advertisements.

The findings of the present study, related to the variable viewing duration revealed a reverse trend among light viewers. There is, therefore, a need to study further in detail, to find out what may be the specific reasons due to which light viewers of television could be influenced more by television advertisements in comparison to the moderate and heavy viewers of television.

5.1.3.8 Educational Level of Mother & Income Level of the Family

The present study revealed that according to the variables - educational level of mother and income level of the family, no significant differences were found in the overall influence of television advertisements on adolescents' lives. Similarly also no significant differences were found in the social, cultural, educational and emotional aspects of adolescents' lives.

Television has the largest global audience. Television sets have now outnumbered telephones. Precisely because of these dimensions, television is being considered as ubiquitous.

It has been estimated that more than 95 percent of all homes in the United States and 99 percent of those homes with young children have at least one television set. (Gottlieb, 1996).

In Indian setting the scenario is more or less similar as in a study conducted in Delhi on 730 children revealed that 95 percent had TV sets at home; close to a third of the children in the 8 to 15 years age group indicated that their families had color TV, VCRs, and cable/ satellite connections. These features suggest, quite obviously, that the television set has become one of the most important household commodities. (Unnikrishan & Bajpai, 1995,p.42)

In Indian urban homes television now is just a part of the mixture of modern appliances surrounding them. It is hard for the people to resist the powerful waves of television. Television has

occupied a central and almost the permanent position in the home and is being considered as a member of the family.

Cornell in 1977 termed the passion for television as "electronic religion" because of its pervasiveness in our lives. Television is viewed in almost every home by members of every social and ethnic class and every age group, by the preliterate and the senile and school child, by the executive and laborer. (Cited in Gottlieb,1996).

Every person irrespective of his or her socio-economic level, social class, caste, religion or educational level or occupational level considers the television as a prominent entertaining medium.

The youngsters are being exposed to number of ideas that they encountered daily on television because of the multiple channels on it. Television advertising is the major source of giving a range of ideas to young people each day. With this background of the society, if family income level and educational level of the mother did not make any difference in the influence of television advertisements on adolescents this cannot be considered as bizarre fact as every one is being exposed to and are supposed to be influenced by television advertising in some way or other.

5.1.3.9 Educational Level of Father

In the present study according to the variable educational level of father, significant differences were found in the overall influence of television advertisements on the adolescents' lives. Adolescents, whose fathers were highly educated, were found more influenced by television advertisements, than the adolescents whose fathers were medium or less educated.

The findings of the present study further showed significant differences in the influence of television advertisements on the emotional aspect of adolescents' lives according to the educational level of father. No significant differences, however, were found in the influence of television advertisements on the social, cultural, and educational level of adolescents' lives.

Highly educated fathers of the respondents in the present study were educated up to postgraduate and above postgraduate level.

Although there is no relation of education of fathers of adolescents and their socio-economic status, still that, it can be safely presumed that their fathers' socio-economic status perhaps would be adequately high. The purchasing power of the families of those adolescents might be good enough, and as such, the adolescents might be able to purchase the advertised goods they longed for.

Educational achievements also have a clear correlation with leisure pursuit. The more education people have, the more likely they are to be active in their leisure time and also inclined to attend cultural events like concerts, cinema, theatre, art demonstrations etc.

The literate families generally have distinctive hobbies, leisure time activities, and social activities and such families may not depend solely on television for recreations as other media also may be well affordable to them i.e. computers, interactive medium-net-chatting, surfing on internet, variety of magazines and news papers etc. Their wards may therefore be exposed to advertisements not only through television but through other resources also. This may be another sustaining reason as to why adolescents whose fathers were highly educated were found more influenced than the adolescents whose fathers were medium or less educated

The highly educated fathers might be belonging to professions which demand more time, they may therefore be facing paucity of time, for example, a highly qualified surgeon may have no time to spend with his children leisurely and to make them media literate, whereas a graduate father working in a middle order vocation, may have ample time to spend with his wards and may possibly give guidance to his children regarding television and its contents.

Though the highly educated fathers may be having high mental attributes to make their wards media literate ,but may perhaps have less spare time in their busy schedule to educate their youths regarding unwarranted spread of television culture.

Most of the time children spend viewing time alone without the helpful guidance of an adult to mediate the images and help children make sense of them. The cumulative effect of all this passive viewing is that children grow up ill equipped to think critically about screen content. In today's society it is ironic that children are taught how to read and write, but seldom are they taught how to "read" media, that is, how to understand, interpret, and analyze the visual messages they see everyday. (DeGaetano, 2000).

This may be one of the reasons as to why adolescents whose fathers were highly educated were found more influenced by television advertisements in comparison to the adolescents of medium and less educated fathers.

5.2 Perceptions of Adolescents Regarding the Images of Women in Television Advertisements.

The findings of the present study revealed that majority of the respondents had changing perceptions regarding images of women in television advertisements.

The item wise findings of the study further showed that adolescents in the present study had high level of agreement regarding positive images of women in television advertisements. The adolescents in the present study were also found having high level of agreement on the independent and career oriented portrayal of women and for the images of women as intelligent persons; making important purchase decisions; successfully performing the dual role of housewives and professionals.

It can be interpreted that adolescents of today are fancy to the free, independent, career-oriented images of women shown in television advertising, performing their duties both at home and at work place as well. This may be because the present day generation observe their mothers or other women in their surroundings taking active part in the family as well as performing their out of home obligations. Adolescents are also noticing that present day women share the economic burden of the family as more and more women are coming in the work force.

Beside this, today there is some endeavor from media practitioners also in depicting women in an intelligent and independent role. The models in television advertisements are shown wrestling against all odds, possessing intelligent attributes, successfully accomplishing a promising career along with maintaining their role as a dynamic wife, mother, daughter-in-law etc. The real life role of the women in the society which adolescents perceive, conform to the portrayal of women in the media though, in limited numbers. This may be the reason that adolescents in the present study showed high level of agreement with the positive images of women in television advertisements.

Beyond this, television advertisements also portray women, mostly as objects of sexual desires. Consistent patterns of sexual exploitation of the female body persist regardless of the type of media. In general, female models are placed on sexually exploitive and compromising positions and with sexually connotative facial expressions.

The use of erotic or sexual appeals is common in television advertisements and the intensity of such appeal in the increasing number and variety of products being marketed with sexual overtones is augmented. No longer is nudity employed as a astonishing mechanism or attention-creating strategy. It is increasingly being used in a more sophisticated and aesthetic sense in a functional communicational role.

In the present study adolescents had high level of agreement regarding portrayal of women in television advertisements in derogatory roles as sex object in that, adolescents show high level of agreement regarding depiction of female models in semi-nude manner to promote various products; as dumb and funny, promoting products of male use like cigarettes, shaving creams, blades, etc.

The women depicted in advertisements often possess an essence of vulnerability and naivety. The focus is rarely on the face, though when it is shown, it's often lack in emotion, personality, intelligence, and appear to be non-threatening. The 'Dumb-Blonde' ideal is perhaps the most irrefutable depiction of beauty, showed to be the most favorable among men. Since men enjoy these images, women ultimately want to embody them. (Source: axe.acadiau.ca)

Adolescents in the present study showed that they understand that television advertisements depict women in derogatory roles as sex object. The media planners and advertising agencies should, therefore, check indecent portrayal of women in media, particularly on television because of its increased popularity in the present time. Such negative depiction of women may imprint in the minds of young generation wrong ideas and concept about the women. If such portrayal is not checked now, the boys in their real life may consider women as a physical object only and would never consider them having

positive attributes or intelligence. They may treat women as either a sex object or their dumb follower.

On the other hand girls may grasp the faulty and improper messages from these images that beauty and sex appeal is a criterion for gaining admiration and attention from the members of opposite sex. Such depiction may put hindrances in the lives of young girls in cultivating intelligent attributes to gain respect and in establishing their self-identity.

The media professionals, advertising professionals and government regulators should prepare, in co-operation with feminist organizations, guidelines against undignified manner of providing information through television advertisements which depict women in semi-nude manner as a sex symbol only. Necessary checklists should be framed against demeaning / dual mean language for female models, which should be made mandatory for advertisers to follow.

The television advertisements also dehumanize women by dividing them into parts of a body, implying that they are nothing more than decorative pieces and posing them in a perfect body shape, for instance, in some automobile advertisements the women's body is linked with the body of the cars, motor bikes etc, comparing its sophistication, body- velvetiness, attractiveness with that of women's body.

The media often focus on the legs, breasts and mouth of a woman, so in essence women are looked at in pieces, If this happens continuously it makes it legitimate, and also acceptable, to do violent things against women. (Adjali; Cited in Bryant 1998, p.1)

Adolescents in the present study in this regard showed medium level of agreement regarding depiction of women in decorative roles in television advertisements for the promotion of products.

The findings regarding the decorative images of women in television advertisements showed that, the present day adolescents are not only considering women merely a decorative entity, though it cannot be denied that television advertisements do reflect such images. This may be because the present day generation witnesses variety of roles of women in real life and in media and they do not consider women only as glamorous dolls possessing no quality of independence, dignity and intelligence.

According to Gunter, the modern image of the more liberated woman is, "not the image of the contemporary woman on television. He put forward that, "it seems that sex-role stereotyping is more deeply woven into the fabric of television programming than the obvious numerical distinction between the sexes suggests". (Gunter 1986,p.9)

Television advertising reinforces prejudice sex-role stereotypes. These would include the idea that women are

supposed to look extremely pretty, thin having good figure, sensual, etc; and to be domestic, have children and then look after them while the men go out to work, and these kinds of things.

Although women are generally portrayed in roles that show them to be passive to men in television serials and even children's television and cartoons, it is in advertising that television is most backward in comparison with society's attitudes, and also where the most clichéd stereotypes exist. Jean Kilbourne probably sums up about the lot of advertisements; "Scientific studies and the most casual viewing yield the same conclusion; women are shown almost exclusively as housewives or sex objects" (Cited in Dines and Humez, 1995).

The housewife is married, usually with children, and is shown to be obsessed with cleanliness and alpine fresh scents. Indeed, the housewife's life is shown to revolve around products, which will make her house dust-free, germ-free, and dirt-free. Knowing that cleanliness of the house is her job, she usually does it with a smile, providing that she has the latest product to give her a helping hand (Cited in Ingham 1995).

Television advertising has failed to keep with the times and the majority of the advertisements continue to epitomize traditional roles of women preoccupied with household duties and motherhood. The women are shown as super- moms /wives who endlessly manage and organize their homes. Women have

largely been depicted in television advertisements as emotional, dutiful, tendering, sacrificing, devoted, patient homemaker with cleanliness compulsion, ceaselessly sniffing the kitchen floor or the family wash. They are shown as tireless provider, selfless nurturer who mark out the meaning of their life by getting the cleanest, whitest, and brightest wash in competition with other housewives. For instance, the television advertisements of detergents show women concerned with the whiteness and brightness of clothes of their husbands and children as if brightness does not have real meaning for their own clothes. Similarly in the advertisements of cooking oils, the focus is rarely on the health of the women. Women are always shown worried about the health of their husband and growth of children. Likewise advertisements of pain reliever/ ointments illustrate how a woman needs pain reliever so that she can perform her household responsibilities.

The picture that emerged was that of a women who never produced knowledge or wealth, but always consumed, a sort of hanger on to her male. It has been a pathetic portrayal of one who is so vulnerable as to be always dependent on the male shield (Jha, 1995,p.20).

Bhasin, and Agarwal (1984,p-18) revealed a very pathetic role portrayal of women stating that it would be a cliché talking of the subordinate role of women in India and the stereotypical image of women living two contraries, almost simultaneously –

that of *Shakti* (Power) the primeval power, the origin of power itself, and the helpless, hapless women without any identity except that of a wife, or the mother who has no choice in any thing, has nothing by way of her own basic choices.

The findings in the present study regarding traditional stereotype roles of women showed that, adolescents had medium level of agreement regarding such depiction of women in television advertisements, which assign women responsibility of providing household requirements like-cleanliness, stain free clothes, nutritious foods; triumphing over germs, insects and dirt in their house, and that women's first duty is towards husband /children.

Adolescents also had medium level of agreement with the depiction of women in traditional female occupations like doctor, nurse, secretary etc; promoting only non-technical products like soaps, detergents, creams etc; always accompanied by their male partners and requiring male approval.

The findings regarding traditional stereotypical images of women in television advertisements revealed quite optimistic trend among adolescents. They were not found strongly agreed with the conventional depiction of women in television advertisements, which shows that adolescents of the modern era do not like to see women only in stereotype roles of dutiful, sacrificing housewives and mothers.

As discussed earlier adolescents were found having high level of agreement for positive depiction of women as independent, intelligent, career oriented persons, simultaneously they had medium level of agreement with the traditional stereotype images of women. It can be safely inferred that, modern adolescents' perceptions regarding role portrayal of women in media is changing. This is quite noteworthy trend among youths and media planners should depict women in the progressive and in exemplary roles.

Television advertising should be refrained from exposing or inducing women in inferior roles, or derogatory, decorative roles. Advertising professionals, by observing the code of conduct of advertising should make doubly sure that women in advertisements are shown in a manner which would preserve their self-respect, self-esteem, and dignity which is commensurate with their multiple roles as wife, mother, home builder and home contributor economically. The depiction of women in such images perhaps may enable young generation to become conscious towards women's issues in their future life also.

5.2.1 Differences in the Perceptions of Adolescents Regarding the Images of Women in Television Advertisements in Relation to the Selected Variables.

To judge whether something is distasteful or indecent is necessarily a subjective decision; what may be agreeable to one individual may be totally unacceptable to another. The findings of the study revealed that, there were significant differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to the variables sex, level of social maturity and advertisement viewing behavior.

However, there were no significant differences in the perceptions of adolescents regarding images of women in television advertisements in relation to the variables –mother's occupational status, mother's work status, class of study, viewing duration, educational level of mother, educational level of father, and income level of the family.

The result of the study showed that according to the variable sex, significant differences were found in the perceptions of adolescents regarding images of women in television advertisements, in that, girls were having more changing perceptions regarding images of women in television advertisements in comparison to the boys.

In the preceding paras it was discussed that adolescents had medium level of agreement regarding traditional sex stereotypical images of women in television advertisements. The

girls in the present study were found having more changing/shifting perceptions regarding traditional sex stereotypical images of women in television advertisements in comparison to boys.

The difference in the perceptions between girls and boys may possibly be due to the fact that in the present day society position of women is steadily changing. There is transformation and alteration in the roles of women in all spheres of life. Girls witness the changes in women's role in all fields. They see that women are not being treated as second-rated at home, society or at work places. They notice large numbers of women economically independent and having dignified social status.

These changes in women's position and status may affect the mental picture of the adolescent girls regarding the long-established and conservative images of women. Urban girls are also enjoying freedom, status and more access to education, employment, recreation, and mass media and are having elevated mobility for taking education, jobs etc.

The modern era adolescent girls are witnessing that women are emerging out of their centuries old darkness and shuddering their men-determined and men-imposed responsibilities and women are increasingly raising their voice to demand their rightful place in society.

This may perhaps be the reason, why modern girls have shown more changing perceptions towards traditional, sex-

stereotype images of women in television advertisements in comparison to boys. One of the reasons perhaps may be that male chauvinistic attitude has not completely vanished from the Indian society. Boys may not in the harmony with the perceptions of girls regarding the traditional roles of women.

As discussed in earlier paras, the findings of the study also revealed that adolescents were having medium level of agreement regarding images of women as a decorative entity.

The findings related to the differences in the perceptions of adolescents regarding the images of women in television advertisements revealed that the adolescent girls in the present study were having more changing/shifting perceptions regarding images of women as a decorative piece and in decorative roles as compared to the boys.

Television advertisements put the intonation on the physical beauty and charm of female body for sale of their product any thing from cosmetics, soaps, clothes, cigarettes, beverages, wine/ beer, automobiles, to airline services etc. Women are portrayed in most of the television advertisements in offensive, irreverent, decorative/demure and ludicrous roles. The women, in such advertisements are linked with the commodity and their body is unnecessarily being made supplement to the commodity. For instance in the advertisements of a particular brand of soft drink a girl is shown drinking mango juice lusciously and three boys looking at her greedily, obviously a woman is linked with

the deliciousness of fruit and shown as a object of delight. Similarly in an automobile advertisement the perfect curves of women's body are linked with the shape of the bike. Likewise, in the popular soap advertisement the girl in modest clothing is shown dancing in pleasure with soap and water is splashing on every part of her body exposing her body curvature, apparently the delight while taking bath with soap is linked with exposed female body. Obviously such advertisements treat women's body and shape as a commodity and are being used to satisfy the covetous desire of males for women flesh.

As mentioned in the previous paras that adolescent girls were having more changing/shifting perceptions regarding projection of women in television advertisements as a decorative piece of object than boys. In reality girls are no longer looked themselves just as demure dolls. They are equally participating in all the activities and spheres of their life are wide. The growing girls today are more conscious about their beauty, health, education, career and surroundings and may not just want to look like a beautiful dumb object having no independent personality, views, opinions and intelligence etc.

In a developing society, socially relevant propaganda can provide a momentum to social change. But the manner in which advertising is manipulated in our consumption-oriented, competitive system not only detains the development of social

consciousness but also actually hurts it. This is mostly true for the liberation of Indian women. Commercialism, consumerism and capitalist compel women to be willing representative of their own degradation, but women must try to understand the mechanics of the system that makes them their own most awful rival. Until now, the ruler inventor of the personality of women was man, but it is now high time for women to plan their lives on their own terms. The women should appeal, protest or launch a civil defiance campaign against those who are culpable of playing striptease with women's body and emotions through television advertisements.

Since the adolescents in the present study especially the girls had revealed the changing trend regarding images of women as a commodity or decorative toy the media planners and advertising agencies should come forward to desist such portrayal of women in media. This may help future generation of women to look upon themselves with respect and society too could treat them as an individual and dignified person not mere a consumable commodity for the males.

The findings of the study further revealed that the perceptions of adolescents differed significantly according to the variable level of social maturity, as the adolescents who were socially more mature were having more changing/shifting perceptions regarding traditional sex stereotypical and

decorative images of women in television advertisements as compared to the adolescents who were socially mature only.

The socially more mature adolescents are generally having the characteristics of openness to the changes in the social situations. The socially more mature adolescents are always prepared to agree to the changes and accordingly their perceptions of varied social situations also modify.

During the last fifty years of independence women's position has been changed progressively. In the modern social order, women have become one of the most potent forces of change; causing bafflement in their secondary position, opposing the system of self-righteous male oriented society.

Socially more mature adolescents witness the revolutionary changes in the role of modern women in that large numbers of women are participating in labor force, academic fields, in medicines, engineering, media, even in defense forces. Women in reality are no more in their age-old shackles of sub standard position. Nevertheless media perpetuate the stereotyped image of woman as a householder and a transmission belt for the traditional value system. Her traditionally sanctified role of daughter, wife and mother is easily imaged as a role model. The media portray her now and again, with the sexist bias and in complete disregard of her reality.

The socially more mature adolescents having openness for changes may have found themselves agreeing with the images of

women they are observing near them in urban social settings. This may be the reason why socially more mature adolescents were having more changing /shifting perceptions regarding traditional/stereotypical and decorative images of women in television advertisements.

The more mature adolescents may not like women only as a dutiful, sacrificing housewife/mother/daughter-in -law or dump headed beautiful doll. The more mature adolescents are rather explorers and they may not be accepting without arguing what media put on show. They may be critically viewing the media and may not be fully agreeing when reality contradicts. That is why they have shown their more changing perceptions regarding such depictions of women in the television advertising in the present study.

The findings of the study further reveal that perceptions of adolescents regarding the images of women in television advertisements differed significantly according to their advertisement viewing behavior. It was found that the adolescents who had less intense advertisement viewing behavior were having more changing / shifting perceptions regarding traditional sex stereotypical and decorative images of women in television advertisements.

The Indian society is changing from traditional to more modern and the changes, which are approaching in the society because of the modern technology and multimedia environment

are capable in appealing to young generation who intends to acclimatize the cultural shift. As discussed before, youths in the present century world are witnessing many revolutionary changes in the position of women. No longer woman is considered only as a mute follower of man or as a self-denying sacrificing wife and mother or merely a sexual object. Today's women have their own individuality, attitudes, view points and are self sufficient in taking important personal decisions regarding their lives. They participate equally in economic activities of family. This escalation in the roles of women influences adolescents and they do not like to see women locked in traditional hackneyed images or merely as sex symbols. The modern adolescents are prone to the enduring socio- cultural changes in the society and its influence upon them cannot be denied, even if their advertisement viewing behavior is less intense.

In the present time, young generation is quite fascinated by the medium of television. This enthrallment of young generation for television could be used for correcting perceptions of adolescents regarding various social issues concerning women, including representation of women in media.

It can be suggested that, Government, particularly in developing countries should take serious steps in enhancing women's skills, knowledge and access to information technology. This will strengthen their ability to combat negative portrayals of

women in media and to challenge instances of abuse. Self-regulatory mechanisms for the media need to be created and strengthened and approaches developed to eliminate gender-biased programming. Majority of women, especially in developing countries, are not able to access effectively the expanding electronic information road and therefore cannot have access to alternative sources of information. Women therefore need to be involved in decision-making regarding the development of the new communication technologies in order to participate fully in their growth. Government must support women's education, training and employment to promote and ensure women's equal access to all areas and levels of the communication media.

The Government particularly the Ministries of Information and Broadcasting/ Human Resource Development should support universities and university departments for conducting researches into all aspects of women and the media so as to define areas needing attention and action and review existing media policies with a view to integrating a gender perspective.

Women's full and equal participation in the media, including management, programming, education, training and research should be promoted. There should be gender balance in the appointment of women and men to all advisory, management, and regulatory or monitoring bodies.

Media should be encouraged by Government regulators, to increase the number of programs for and by women so that women's various needs and concerns are properly addressed; women's media networks should be encouraged and recognized, including electronic networks and other new technologies of communication, as a means for the dissemination of information and the exchange of views, and support women's groups active in all media work and systems of communications.

The media personnel should be given the means or incentives for the creative use of programs in the media for the depiction of women in manner, which protect the rights of women like dignity, self- esteem, individuality, and self-respect etc. Regulatory mechanisms should be developed, with freedom of expression that promotes balanced and varied portrayals of women by the media. The participation of women should be encouraged in the development of professional guidelines, codes of conduct, appropriate self-regulatory mechanisms to promote balanced, non-stereotyped, non-derogatory portrayals of women by the media. The media should be refrained from presenting women as inferior beings and exploiting them as sexual objects and commodities, rather than presenting them as creative human beings, key actors and contributors to and beneficiaries of the process of development. Government authorities should frame effective measures including appropriate legislation against

pornography and the projection of violence and misdemeanor against women in the media.

Beyond this, media professional associations should encourage the establishment of media watch groups that can monitor the media and consult with the media personnel to ensure that women's depiction is rightly reflected in media. Media groups should train women to make greater use of information technology. Media planners and coordinators should facilitate the increased participation of women in communication in order to promote the human rights of women and equality between women and men.

The policies should be implemented aimed at promoting a balanced portrayal of women and girls and their multiple roles in the media. The television networks and advertising agencies should be encouraged to develop specific programs to raise awareness regarding different depictions of women in media.

Gender-sensitive training for media professionals, including media owners and managers should be encouraged, to promote the creation and use of non-stereotyped, balanced, diverse and dignified images of women in the media. The media should adopt gender-awareness programs targeted at both male and female media professionals to encourage equality in the portrayal of men and women in media. The gender-sensitizing programs should be designed for media managers to train them to be vigilant

decision-makers against discriminatory, unwholesome and stereotyped portrayal of women in the media.

The mass media and advertising organizations should develop professional guidelines and codes of conduct and other forms of self-regulation to endorse the presentation of non-stereotyped, non-offensive images and to disparage the violent, degrading or pornographic images of women in media, including television advertising. Regulations ought to be developed against the use of sexist, gender-biased, double-meaning, improper language concerning women in television advertisements.

Non-governmental organizations and the private sector, in collaboration should promote the equal sharing of family responsibilities through media campaigns that emphasize gender equality and non-stereotyped gender roles of women and men within the family, they should produce and disseminate media materials on women leaders from all fields, who are successful in balancing work and family responsibilities, as mothers, as professionals, as managers and as entrepreneurs, to provide role models, particularly to young women. Extensive campaigns can be promoted, making use of public and private educational programs, to disseminate information about and to increase awareness of the human rights of women.

Non-government organizations should support the development of alternative media and the use of all means of

communication to disseminate information regarding women and their issues.

Most importantly, dialogue should be encouraged between the media sector and the field of education in general to raise public awareness regarding the portrayal of women in the media. Media literacy programs should be promoted for the public at large, particular for young generation, in order to develop critical viewing in the society for the discriminatory and stereotyped images that feed inequalities between the genders; and to prevent prejudices that may be caused by television's depiction of women.

It is further suggested that educationists should prepare guidelines on gender portrayal in consultation with media women, which support the representation of women essentially in television advertisements in their multiplicity and to be aware of their fundamental rights to equality, security and dignity, and to support in putting these guidelines into practice.