

## **Impact Of Television Advertisements On Children: A Case Study Of Makurdi Town**

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**Abstract:** *The research assesses the **Impact of Television Advertisements on Children** in a Survey of 800 children drawn from Makurdi, the capital city of Benue State, Nigeria. The result among other things reveals that television advertisements exert substantial influence on the attitude and behaviour of children viewers. It is further revealed that the effects reach well beyond moving products desire from one brand to another. It concludes that in as much as advertisers are out to make huge returns by focusing their messages at the "captive audience" (children), they should be aware of the destruction meted on children (tomorrow's leaders). Summarily, it is recommended that concerned authorities, as well as parents, teachers and churches/mosques should sit up to their responsibilities to protect the future of our children by checking the activities of the advertisers and the children's viewership of television and other audio visual media.*

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### **I. Introduction:**

Today's children are unique in many ways when compared to those of the past generations. One of the reasons for this uniqueness may be traceable to their wider exposures to audio-visual messages in the television and internet. These messages, more than anything else, contribute immensely in moulding the character of a child. The most common types of such messages are the advertisements. In Nigeria, more than forty percent of households have access to television and or internet services. These services avail the Nigerian child the opportunity to consume persuasive messages of all kinds, including those not meant for children.

Like sowed seeds, children are expected to grow and bear good fruits. This can only be achieved when their lives are properly guided and directed. Consequently, most countries of the world have made laws and regulations to guide the dissemination of persuasive messages, especially those sent through the television and internet.

Ajala (2001:33), noted that in Nigeria, persuasive media messages are controlled by the Advertising Practitioners Council of Nigeria (APCON) and the Association of the Advertising Practitioners of Nigeria (AAPN). The former is a governmental body, while the later is a union that draws its membership from the advertisers and their allied bodies. Both the APCON and AAPN make laws to protect people, especially children from being exploited or deceived by the excessive persuasive techniques employed by advertisers. These laws become necessary because of the vulnerability of children to persuasive media content.

For instance, in 1994, APCON came out with a set of principles tagged "the code of Advertising Practice" to regulate the practice of adverts in Nigeria. In this paper, our attention shall be drawn to numbers 01, 05 and 13, which state as follows:

- (01) Advertisements must not use visual illustrations that offend public taste and decency. In particular, no obscene exposure will be allowed in any advertisement.
- (05) Advertisements for household or industrial products that need to be handled with care must reflect concern for safety, especially with regard to children and handicapped people.
- (13) The depiction of violence against people, products or other objects must be avoided, especially in advertisement directed at children and mentally handicapped people who may not be able to distinguish the media world from the real world.

**Source:** APPCON (1994), *The Code of Advertising Practice* (1<sup>st</sup> ed.) PP. 6-8.

The three principles of the code clearly indicate the government concern to protect the young ones and the mentally handicapped people from being unduly exploited by advertisers. Unfortunately, these principles have remained more on paper than in practice.

Children, unlike the adults, lack the cognitive skills and ability to effectively comprehend commercial messages. Even a good number of adults only realize the falsehood in commercial or persuasive messages after trials – in which case, time and money might have been wasted. Supporting this, Brue (1997:18), noted that marketers choose children as their target audience because they are easily lured into action. Children do not hesitate to copy whatever wins their interest from the television or insist their parents purchase the things they watched on television for them.

Many researchers have advanced some reasons why marketers direct their adverts on the children. Kaufman (1987:318), contended that most advertising are delivered via media channels, and there have been radical shifts in the technological capabilities for delivering information into the home during the past decade or two. In Nigerian towns for instance, and Makurdi in particular, children are not only opened to television commercials, but to video and even Direct Satellite Television (DSTV) or cable networks. Consequently, certain adverts which the children could not have access to watch from the local television stations are now shown to them through DSTV, cable networks, internet, mobile phones, etc.

Consequently, the issues of “old school and new school” come into play. Children look at their parents or older relations as being rather primitive because they (parents) shun those behaviours or habits which their children now coping, mostly from the television. Most common example at present is the mode of dressing by our young ladies, the operation “show your navel” or part of the breast, as well as “low waist” style. All these are copied from the female or male artists on the television, as a way of advertising their programmes.

One could continue to go on and on talking about children and television advertisement. The importance of children, who are said to be the tomorrow’s leaders, is so great that whatever involves them calls for a serious concern, hence, the need for this study, to find a balance in the relationship between children and television advertising.

### **A Brief Historical Background of Advertising**

Advertising is an age-long aspect of human communication Nwanwene (1999) traced the first experience of advertising back to the Garden of Eden when serpent advertised the forbidden fruit to Eve, who in turn advertised it to Adam. Each of whom became the first victims of advertising.

In his account, Sambe J.A. (2005:245), traced advertising back to ancient Egypt when the papyrus posters were found offering rewards for the return of run away slaves. Also, in the early Greek and Roman days, signboards were placed above the doors of business establishments and town criers who proclaimed that merchants have certain wares for sale.

The specific history of television advertising, with reference to the Nigerian experience, could be traced back to 1959 when late chief Obafemi Awolowo established the Western Nigeria Television as a tool to propagate his political ambition. Other regions (Eastern and Northern), also, established their radio/television stations. Later, a central station, which is now referred to as the Nigerian Television Authority (NTA), was established. At present NTA have branches in all the state capitals, and an international station.

The Makurdi branch of NTA was opened in the late seventies after the creation of the state in 1976. Since then, a good number of children within Makurdi and other parts of the state have continued to watch various advertisements on the television, as well as from DSTV and other cable networks services.

### **Statement of Problem**

Television advertisement copywriters employ various elements of communication such as sound or music, actions, pictures and colours in order to share meaning with the consumers or viewers. These elements are usually beautifully packed by the copywriters to create the desired impact and arouse the viewers’ interest and possibly spur them into action.

Since children have low reasoning faculty occasioned by their age and experience, they are vulnerable to television commercials. As such, they are most likely to make impulsive interpretation of the advert message. Consequently, they take decision or action based on their impulsive judgment. This is contrary to what Sybil, Dowel and Mendells, (1990:117) argued about effective communication. According to Sybil and his associates, for any communication to be effective, the audience must receive and interpret it before taking decision. The problem intended to be addressed in this study is whether television advertisements do communicate effectively to viewers and do leave an influence on them, especially, children.

### **Purpose of Study**

This study attempts to assess the impacts of TV adverts on children, especially those within Makurdi town, and possibly make useful recommendations concerning children and their interaction with the ever-growing audio-visual information technologies.

### **Research Questions**

The following research questions were designed to provide relevant answers to the study problem:

1. Do television advertisements communicate effectively to children?
2. Do television advertisements induce children to patronize the product advertised?

### **Significance of Study**

In one way, the significance of this study is to provide advertising practitioners with insight on how to direct television commercials to meet just the need of the target audience. In another way, it is to help the society to guide the fate or future of our children against the undesirable influences of television advertisements. It is also hoped that the study would significantly add to the already existing body of knowledge, particularly, on media effects and the on the pervasive influence of television advertisements on children.

### **Scope and Limitation of Study**

This study is set to ascertain the effects of television commercials or advertisements on the children. The study is limited to children living within Makurdi town of Benue state and the effects of TV advertisement on them.

### **Clarification of Concept**

The following terms are used in this study based on their meanings given herein.

- i. **Children:** Refers to male or female human beings between the ages of five and seventeen years.
- ii. **Advertisement:** Refers to non-personal communication aimed at inducing patronage of goods, services or ideas.
- iii. **Television:** Refers to an audio-visual medium that is capable of broadcasting events, plays, news, public announcement, advertisement and other messages to people at far and near places.

### **Theoretical and Scholarly Review**

This part of the study presents the theoretical framework of the study, and the views of other scholars who had studied the effects of television advertising on children.

### **Theoretical Framework**

Advertising has become a very powerful and almost necessary tool employed by producers to win consumers patronage of their products. Consequently, it has become very relevant to know the effects of advertising on the society. Wilmshurst and Mackay (1999:316) explaining the Hierarchy of Effects theory, said that advertising stimulates consumers' behavior towards the product or service being advertised. The Dagmar Model as explained by Wilmshursts and Mackay, states that all commercial communication that weight on the ultimate objective of sale must carry a prospect through four levels of understanding viz:

- a. The prospect must first be aware of the existence of a brand or company.
- b. He must have a comprehension of what the product is and what it will do.
- c. He must arrive at a mental suspicion or conviction to buy the product.
- d. Finally, he must stir himself to action

Advancing judgment based on the four levels of understanding of the Dagmar Model, it is obvious that children are likely to suffer or fall victims of the television commercials. The reason is that, children lack the cognitive skills and experience to comprehend perfectly what a product is and what it will do. As a result, they are most likely to make a wrong interpretation of television commercials. The wrong interpretation will in turn lead to wrong decision and action.

Also used in this study, is the perception model. Schermerhorn (1999:336) said that perception is the process through which people receive, organize and interpret information from the environment. Schermerhorn sees perception as a screen or filter through which information must pass before it has an impact on communication, decision making and action. The result of screening process varies because individual perceptions are influenced by a number of factors such as age, sex, education, experience and other values. This explains why children perceive television advertisements or commercials different from adults and display outright decision and actions based on the adverts.

## **II. Review of Related Literature**

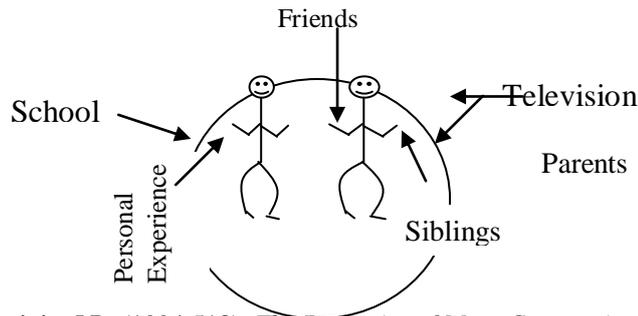
Many scholars have at one time or the other attempted to explain the effects of television advertisement on the consumers generally, and the particular case of children.

Discussing about the television adverts and the children, Baran (2002:350), argued that adverts exploit children. According to him, children are not intellectually capable of interpreting the intent of televisions advert, nor are they able to rationally judge the worth of adverts claim. He sees children adverts on television as inherently unethical and questionable. He challenged parents who only resist to living sales people (hawkers) entering their homes to sell their children products, but allow the most sophisticated sales people to do it through a highly influential mass medium (television) to their children.

Another scholar, Vivian (1997:338), cited a study on the effects of adverts, by Yankelovich partners who sampled 1,000 consumers of products, and found that television adverts have the highest percentage of

influence on viewers, especially the young consumers (children). Apart from adverts, Vivian noted that recommendations from friends also induce children to patronize certain products.

Supporting the above view, Dominic (1994:513), used a circular diagram to list some factors that influence or determine children's actions, viz:



**Source:** Dominic, J.R. (1994:513), *The Dynamics of Mass Communication*.

In addition to the above factors, age and level of education are also influential factors on children's behaviours or actions. Among all these, McDonald and McNeal (2001:3) cited a 1999 survey of television effects on kids by Yankelovich which revealed that effects of television adverts on children remain highest when compared to those of other mass media.

The American Association of Advertising Agencies (AAAA), as noted by Bittner (1989:24), studied the effects of advertising and discovered that our power of perception played much role on the way we view advertising. They noted that even though newspapers, magazines and radio adverts also have effects on consumers, our opinions are principally influenced by television adverts.

In his analysis, Jefkins, F (2005:234), contend that the persuasive mechanism employed by advertising professionals, make television adverts in particular to become highly irresistible especially to subtle minds like those of children who are generally known to be susceptible.

Referring to specific effects of television advertisement, Strasburger (2001:32), condemned the attitude of television advertisers who some times advertise cigarette along with food. That cigarette advertisement on television promotes many young people smoking and enjoying themselves. Smoking has nothing reasonable to offer to children but health problems later on in life. Television impacts children the most as far as advertising goes. Consequently, children continue to hassle their parents until they get the things they had watched advertised on the television.

However, it would rather not make complete sense to look at one side of the coin. According to McDnold and McNeal (2001:3), there are few television advertisements, which are beneficial to the children. For example, the ones that are selling educational books for children and other types of learning materials. Others that fall within this category include all forms of television adverts that discourage or reject acts of immorality or criminality such as premarital sexual relationship, stealing, cheating among others.

Summarily, television as a powerful mass medium is undoubtedly the most influential medium of mass communication. Its influence is noticed in almost every of its programmes - news, public announcements, or commercials/advertisements. Children viewers are therefore not exempted from the powerful influence of television. How the children usually react to the television advertisements, would be revealed at the end of this study.

In their specific analysis of catharsis theory and media effects, Baran and Davis (1995:194), asked: (i) when you watch couples engage in physical affection on the screen, does it reduce your sexual drive? (ii) Does media presentation of families devouring devilish chocolate purge you of your hunger drive? Their answers to these questions were simply no. Therefore, one could infer that when children watch television adverts of say, people fighting, playing football, eating a delicious meal, would rather make them develop appetite or interest on them, than hating or disliking what they watched.

### **III. Methodology**

*Research Design:* This study is intended to determine the effects or the communicativeness of television advertising on children. It counts on the attitude, opinion and the general behaviour of children. The research finds motivation in Survey research method and adopts it.

Based on the survey research method used relevant findings were made. In his explanation, Akuezuiolo (1993:9), said that survey research is one in which a group of people or items are studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group. He gave

examples of instruments like questionnaire, interview and observation as the most commonly used tools for data collection.

**Population of Study:** According to Agbe (1999:33) research population is that section of the report that gives a brief estimate of the number of people in the area of study, and which the researcher draws his sample. In this study, the researcher used children in Makurdi town, the Benue state capital, as his population.

#### **Sampling Technique**

For effective result, the research employed Stratified Random Sampling method. Makurdi, the sample area was divided into four areas: Wadata, High Level, Wurukum and North-Bank. Explaining this method, Olaita and Nwosu (1988:52), asserted that different groups of a population are adequately represented in the sample so as to increase their level of accuracy when making judgment.

**The Sample Size** for this study was eight hundred children. In each of the stratum, two hundred (200) children were sampled. That is, 200 children at Wadata, 200 at High Level, 200 at Wurukum and 200 at North-Bank.

#### **IV. Research Instrument and Data Collection**

The main instruments used for data collection in this study were the questionnaire. Questions were designed to answer the main research questions. Oral discussions were also used to support the questionnaire.

**Types of Adverts:** The findings were mainly predicated on television adverts covering food and drinks; beer or alcohol and cigarette; music, films or drama and fighting; sports such as football, hockey, cricket boxing, wrestling and television adverts covering educational books and those discouraging immorality and criminality.

#### **Administration of Instruments:**

The copies of the questionnaire were distributed to the respondents with the services of some assistants who assisted him in both the distribution and collection of the questionnaire from the four strata of the study area.

#### **Method of Data Analysis**

The data was collected, collated and interpreted using simple percentages and quantitative analysis method.

**Validation of Instrument:** After the data collection instrument was selected, a pretest was done to ascertain the effectiveness of the instrument and in due time certain corrections were made based on discoveries from the respondents' comments.

#### **Data Presentation, Analysis and Interpretation**

This chapter provides an analysis of data collected from responses in the questionnaire and oral discussion conducted within the study area. Out of the 800 copies of questionnaire distributed within the study area, 648 copies were returned, while 152 were not returned. This represents 81% returned and 19% not returned.

The first four questions (1 – 4) in the questionnaire provided the demographic data for the study. They are presented in the following tables:

**Table1: Age Distribution**

Age	Frequency	Percentage
Below 7 years	160	25
7-11 years	328	50
12-17 years	160	25
Total	648	100

**Source:** Field Survey (2012)

The table shows that respondents who were 7-11 years represented 50% while those who are below 7 years and 12-17 years were 25 percent each.

**Table2: Gender Distribution**

Gender	Frequency	Percentage
Male	400	62
Female	248	38
Total	648	100

**Source:** Field Survey (2012)

The table shows that 400 respondents representing 62% were males, while 248 of them representing 38% were females.

**Table3: Educational Distribution**

Education	Frequency	Percentage
Primary 1-6	160	25
JSS 1 – 3	248	38
SSS 1-3	160	25
Above sss	80	12
Total	648	100

**Source:** Field Survey (2012)

The table shows that the number of respondents who were in junior secondary school represents 38%, senior secondary school and primary 1-6 represent 25% each of the respondents, while those above senior secondary school (SSS) were just ten in number or 12%.

**Table4: Residential Distribution**

Residence	Frequency	Percentage
Wadata	160	25
Wurukum	144	22
High-level	144	22
North-Bank	200	31
Total	648	100

**Source:** Field Survey (2012)

The table shows that all the 200 questionnaires distributed at North-Bank, were all returned. This represents 31%, Wadata 25%, while Wurukum and High Level represent 22% each of returned questionnaires. The numbers were quite significant.

*Research Question One:* Do television advertising communicate effectively to children?

Questions 5 to 9 in the questionnaire were designed to provide answers to research question one above. Below are the analyses of each of the five questions.

**Table5: Viewership of Television**

Question No. 5	Response	Frequency	Percentage
Do you watch television?	a. Yes	624	96
	b. No	24	4
Total	81	648	100

**Source:** Field Survey (2012)

As shown on the table of the *viewership of Television*, 624s respondents representing 96% agreed that they do watch television, while only 24 respondents said that they do not watch television, 96% represents a reasonable actual sample size.

**Table6: Frequency of Viewing**

Question No. 6	Response	Frequency	Percentage
How often do you watch television?	a. Daily	544	87
	b. Weekly	56	9
	c. Occasionally	24	4
Total		624	100

**Source:** Field Survey (2012)

From this table, 544 respondents representing 87% watch television daily; 56 respondents watch only on weekends, while 24 respondents or 4% represents those who watch television occasionally. Those who watch daily would certainly watch greater number of television adverts. So, the number is reasonable for study.

**Table7: Advertisement watched on television**

Question No. 7	Response	Frequency	Percentage
Have you ever watched advertisement on the television?	c. Yes	624	100
	d. No	Nil	Nil
Total	Total	624	100

**Source:** Field Survey (2012)

Table above shows that all those who watched television have also watched advertisements on the television.

**Table8: Advertisements watched**

Question	Products	Group response	Frequency	Percentage
Which of these adverts have you ever watched on the television?	a. Indomie, snacks, rice	(i) a, b	200	32
	b. Minerals, juice and beverages.	(ii) c	80	13
	c. Alcoholic drinks and cigarette	(iii) d	24	4
	d. Toys and wears			
	e. Music, films/drama	(iv) e, f	240	39
	f. Fighting/rioting			
	g. Sports games	(v) g	64	10
	h. Educational books			
	i. All of the above	(vi) h (vii) I	8 8	1 1
Total		Total	624	100

**Source:** Field Survey (2012)

From the above, 240 respondents representing 39% said they have ever watched alcoholic drinks and cigarette adverts on television; those for Indomie, snacks and rice adverts represent 200 respondents or 32%; minerals juices and beverages were 80 or 13%; sports or game was 64 or 10%; while those for educational books adverts and those who have watched all the adverts, represents one percent each.

**Table9: Interesting Advertisements**

Question No. 9	Response	Frequency	Percentage
Which of the adverts listed in number '7' interest you most?	a. Food and drink	120	19
	b. Alcohol and cigarette	200	32
	c. Music film or drama	160	26
	d. Sports or games	120	19
	e. Toys and wears	24	4
Total	Total	624	100

**Source:** Field Survey (2012)

From the table above, those who are most interested in alcohol and cigarette adverts were 200 or 32%; music, film or drama were 160 or 26%; food and drinks, and sports were 120 or 19% each; while those for toys and wears were 24 or 4%.

*Research Question two:* Do television advertising induce children to patronize the products advertised? Questions 10 and 11 are designed to provide answers to the research question two. The two questions are analyzed below.

**Table10: Effects of Advertising.**

Question No. 10	Response	Frequency	Percentage
How do you feel after watching television adverts, especially those that interest you?	a. Feel like trying the action or buying what the adverts present.	472	76
	b. Undecided		
	c. Can not tell	144 8	23 1
Total	Total	624	100

**Source:** Field Survey (2012)

This table shows that 472 out of 624 respondents, representing 76%, would want to buy or use the product advertised in the television; 144 respondents or 23% remain undecided after watching television adverts, and only eight respondents cannot tell how they feel after watching television advertisement.

**Table11: Viewers' opinion about TV adverts**

Question No. 11	Response	Frequency	Percentage
What in your opinion would you say about television advertisements and children viewers?	a. The advert should be encouraged.	280	45
	b. The adverts are good but not all are good.	80	13
	c. They some times make us do or buy things we are not supposed.	264	42
Total	Total	624	100

**Source:** Field Survey (2012)

From the table above, 280 respondents or 45% represent the number of children who said television advertisements targeted at children should be encouraged; 80 respondents or 13% said that television adverts are partially good and partially bad to children; while 264 respondents of 42% stated clearly that television adverts do make them (children) do things or buy things that ordinarily they would not.

**Findings:**

The first research question concentrated on whether television advertisement communicates to children. Consequently, questions 5-9 were designed to provide the necessary answers.

The first two questions under this research question indicate that almost every child, if given the opportunity, would like to watch television. Secondly, most of them watch television daily. The percentages show that 96% of the sampled children watch television and 87% watch on daily basis. This was confirmed on the third question which indicates that all the 624 children who watched television have been watching advertisements also on the television. Therefore, it is certain that the children are bound to display positive or negative responses based on the adverts watched.

The fourth question under this research question indicates that the most common television adverts watched by children are those of food, drinks, alcohol and cigarette, toys and wears, music, films or drama and fighting. These adverts represent 39% for music, films and fighting, 32% for food and drinks, 13% for cigarette and alcohol, 10% for sports. All these are clear indications that different types of adverts are shown on the television and within the period of the day that children have access to them.

The last question used to provide answer to the first research question clearly shows that television adverts arouse children's interest. This leads to the research question two.

The research question two concentrates on finding out the effects of television advertisement on the children. Two questions (10 and 11) were used to provide answers to this research question.

The first question sought to know the feeling of children after watching television adverts. Out of the 624 children who watched television, 472 of them representing 75% said that after watching television adverts they feel like trying what they have watched or buying the product. Supporting this, Emery, Aunt and Agee, (1964:281), say:

*Of all the mass communication media, the motion picture has the most universal impact...a film can rise above language barriers through the power of its visual images and convey the same meaning to sophisticated audience...*

Note should however be taken that if the visual images in the film are able to create impact on the audience, the visual images in television advertisements would create greater positive impacts especially on children. Therefore, after watching interesting television adverts, most children are positively moved to do likewise or patronize the product being advertised.

Now that it has been established that television adverts induce children to patronize the products, children's opinions about the adverts were sought. This leads us to the last question, which inquires about the general view children hold of television adverts. Of the 624 children, 280 of them representing 45% said television adverts should be encouraged, 264 or 42% of the children are aware that the adverts lead them to do things or buy things which ordinarily they could avoid. Supporting this, Frank, J. (1985:204), said:

*The product or service being advertised can be given the realism....in most adverts for food, the expression on the child's face signifies that the food stuff has a delicious taste...*

Others, who look at television adverts as being both good and bad, represent 13% of the population.

Summarily, it is clear that children are usually moved by television adverts. It was as well established based on the analyses given, that children lack the basic cognitive ability and knowledge to make an effective interpretation of television adverts. Consequently, they result to making out-right decision or taking outright positive steps towards what the adverts present.

### **V. Conclusion and Recommendations**

Based on the findings, it is clear that television advertising exerts substantial influence on children's attitude and behaviours. These effects reach well beyond moving product desire from one brand to another. Effective television adverts can successfully influence even the most intelligent adult. Thus, children who lack the ability to attribute persuasive intent to television advertising are uniquely vulnerable to such effects.

Children, especially those below the age of 11 years, as noted in this research, tend to accept television adverts claims and appeals as truthful and accurate because they fail to comprehend the advertiser's motive to exaggerate and embellish. When advertised products appeal to them, children are more likely to focus on the concrete aspects of the product and consequently overlook the abstract nature of the relationship between the advertiser and the audience, especially children viewers.

Nonetheless, on the economic perspective, advertising to children increases business returns. In the words of Shellberger, D. (2003).

*...advertising to children does not only bring in funds from the children but importantly, it generates what child sees an advert for a product then cries and complains to a parent until the parent purchases the item.*

He further explained that children are our future and important part of the present as well. According to him, advertising to children generates jobs, injects money into the economy, and instills in children the importance of the freedom of choice. It also develops a child's ability to understand the value of the money and teaches him that individuals can achieve anything if they are willing to pay the price. To him, avoiding children from watching television adverts is like the future economy, since children are the tomorrow's hope.

On the whole, whether television advertising to children is harmful or serves as economic machine that generates jobs and money, one thing is clear-the children's future life should be considered first before talking about the economy.

### **VI. Recommendations**

From the foregoing, therefore, the following recommendations have been made for this study:

- j. The Government, APCON, AAPN and other relevant bodies should enforce effective guidelines intended to promote truthful and accurate advertising sensitive to the special nature of children. These guidelines, as noted by Boush (2001:38), are necessary because "it is unfair and deceptive for commercials to bypass the cognitive defenses against persuasion which adults are presumed to have when they understand that a given message consists of advertising content and can identify the source of the message. If it is unfair and deceptive to seek to bypass the defenses that adults are presumed to have when they are aware that advertising is addressed to them, and then it must likewise be considered unfair and deceptive to advertise to children in whom these defenses do not yet exist".
- (ii) Parents and teachers can help get rid of the amount of television commercials that are watched by children. Parents can regulate the television shows that their children watch at home. Teachers on their part can help teach children that television adverts are not real because they contain excessive persuasive techniques which children cannot understand.
- (iii) Advertisers should be encouraged to emphasize good morals in any advert targeted at children. In addition, educational programmes for children should occupy much of the airtime within the children viewing period (between 4pm and 9pm).
- (iv) Religious bodies, churches and mosques should help to educate both parents and children on how to avoid or limit children's consumption of advert messages in television, DSTV, internet, handsets and other audio-visual media of communication.
- (v) Parents should do everything possible to provide alternative ways for their children to spend their free time. It could be organizing extra-lessons, encouraging them to play games or sports discouraging them from attending public viewing centres and most importantly, spending time with the children saves children from a lot of troubles or dangers.

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