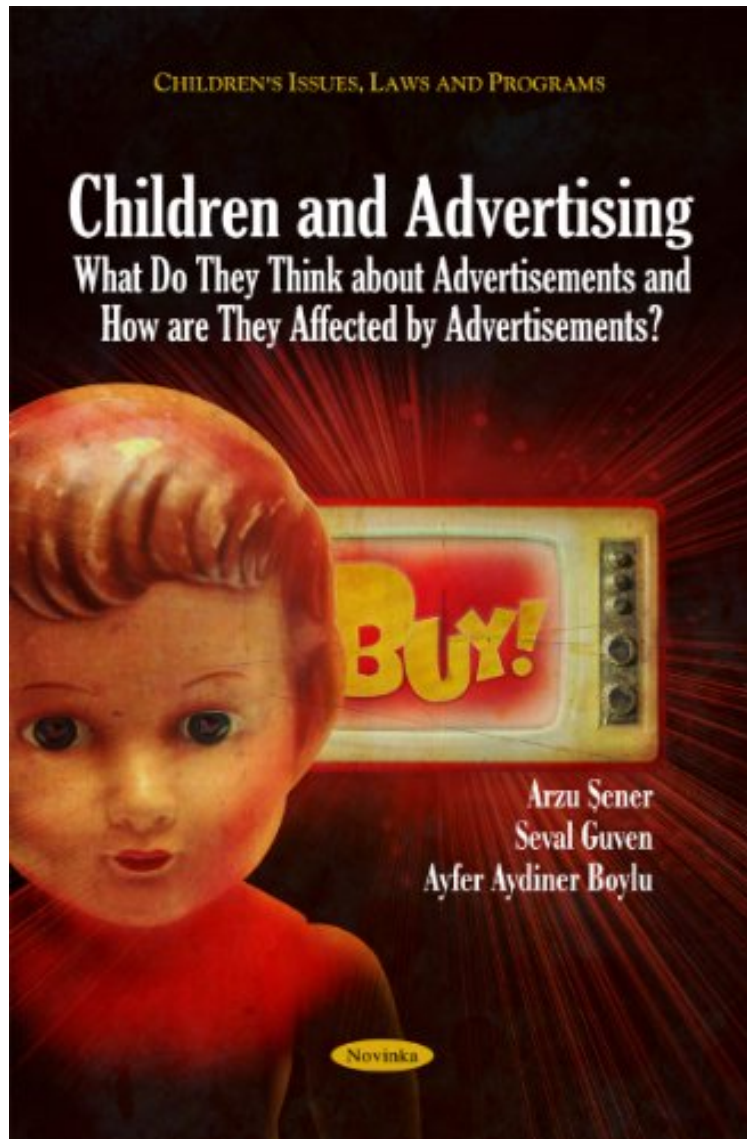


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## **Children and Advertising: What Do They Think about Advertisements and How Are They Affected by Advertisements? (Media and Communications: Technologies, Policies and Challen)**

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What Do They Think about Advertisements and How Are They Affected by Advertisements? (Media and Communications: Technologies, Policies and Challen):

In all circumstances, television advertisements affect children of different age and gender groups in terms of consumption. Advertisers consider children as the target audience because of ability to affect and lead children. Today, since television advertisements have an important and effective role in the conscious raising of children who will be socialised as the consumers of the future, we are confronted by the imperative to focus on television ads. This book examines research which highlights the effects of television advertisements on primary school age children and helps to understand their attitude towards advertisements.