

Quadrant II – Transcript and Related Materials

Programme: Bachelor of Arts (First Year)

Subject: Psychology

Paper Code: PSG 104

Paper Title: Media and Psychology

Unit: 02

Module Name: Advertising and Children

Module No: 10

Name of the Presenter: Fr. Ramiro Luis

Notes

Advertisements always entail a lot of focus and target. Children who are highly suggestible and vulnerable to persuasion are specially targeted through advertisements of products which are children specific and even family specific. The impact of advertisements on children is notewothtaking.