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Televised Medicine Advertising And Children

George Comstock, Erica Scharrer



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Broadcast Advertising and Children United States. Congress. House. Committee on Interstate and Foreign Commerce. Subcommittee on Communications, 1976 **Research on the effects of television advertising on children**

, 1977 **Research on the Effects of Television Advertising on Children** Richard Adler, National Science Foundation (U.S.). Division of Advanced Productivity Research and Technology, 1977 Advertising to Children on TV Barrie

Gunter, Caroline Oates, Mark Blades, 2004-09-22 The current rapid growth of TV platforms in terrestrial satellite and cable formats will soon move into digital transmission offering opportunities for greater commercialization through advertising on media that have not previously been exploited In *Children & Television* Barrie Gunter, Jill McAleer, 2005-07-05 Does violence on TV lead to violent behaviour How can parents influence children s viewing Fears over the effect of television on children have been around since it was invented The recent explosion in the number of channels and new multimedia entertainment lends a new urgency to the discussion This completely revised second edition of *Children and Television* brings the story of children and television right up to date In addition to presenting the latest research on all of the themes covered in the first edition it includes a discussion of the new entertainment media now available and a new chapter which examines the role of television in influencing children s health related attitudes behaviour Barrie Gunter and Jill McAleer examine the research evidence in to the effects of television on children and their responses to it They conclude that children are sophisticated viewers and control television far more than it controls them Television Advertising and Children June F. Esserman, 1981 *Media and the American Child* George Comstock, Erica Scharrer, 2010-07-27 *Media and the American Child* summarizes the research on all forms of media on children looking at how much time they spend with media everyday television programming and its impact on children how advertising has changed to appeal directly to children and the effects on children and the consumer behavior of parents the relationship between media use and scholastic achievement the influence of violence in media on anti social behavior and the role of media in influencing attitudes on body image sex and work roles fashion lifestyle The average American child aged 2 17 watches 25 hours of TV per week plays 1 hr per day of video or computer games and spends an additional 36 min per day on the internet 19% of children watch more than 35 hrs per week of TV This in the face of research that shows TV watching beyond 10 hours per week decreases scholastic performance In 1991 George Comstock published *Television and the American Child* which immediately became THE standard reference for the research community of the effects of television on children Since then interest in the topic has mushroomed as the availability and access of media to children has become more widespread and occurs earlier in their lifetimes No longer restricted to television media impacts children through the internet computer and video games as well as television and the movies There are videos designed for infants claiming to improve cognitive development television

programs aimed for younger and younger children even pre literates computer programs aimed for toddlers and increasingly graphic interactive violent computer games Presents the most recent research on the media use of young people Investigates the content of children s media and addresses areas of great concern including violence sexual behavior and commercialization Discusses policy making in the area of children and the media Focuses on experiences unique to children and adolescents **Television and Social Behavior** George A. Comstock,John P. Murray,Eli Abraham Rubinstein,1972

Television Advertising And Consumer Response: Children Buying Behaviour Neeru Kapoor,2003 This Book Provides Comprehensive Data And A Rationale To Arrive At A More Definitive Verdict About The Influence Of Tv Advertising On Children S Buying Response Within The Context Of Parent Child Interaction

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