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Imagination, Creativity and Adventurous Advertising: Analysing Pakistani Youngsters



Sehreen far Bokhari *

Madiha Maqsood †

Basma Khan ‡

Corresponding Author: Sehreen far Bokhari (Department of Philosophy, University of the Punjab, Lahore, Punjab, Pakistan. Email: sehreen.phil@pu.edu.pk)

Abstract: *Imagination involves holding onto an idea until it is transformed into a possibility. By forming an imaginary world full of adventures, advertising creatively plays with viewers' imaginations. Such a material and commercial gain may have dangerous outcomes as well as whatever the audience sees on television, majority considers it truth, correct or believable. After watching flashy advertisements pre-adults are compelled to purchase expensive products as well it affects their imagination and creativity. Under the umbrella of cultivation theory the study asserts that exposure to adventurous television advertisements is creating adventurism in Pakistani youth, leading to imitation of stunts, frustration and persistence.*

Key Words: Imagination, Creativity, Adventurous Advertisements, Cultivation, Pre-adults

Introduction

Attractive and eye-catching advertisements serve the role of grabbing audience attention of which the biggest targets are kids (McAllister & Eghigian, 2022; Desilets, 2013; Arnas ; 2006)). While the positive effects of commercials are increase of knowledge, spread of technology and dietary benefits on children, the disadvantages are numerous (Hassan and Bashir, 2012). Especially, imitation of dangerous stunts that can be performed by experts only. Frequent exposure to such advertisements may encourage youth to perform them resulting in fatal accidents, tendency towards materialistic joys and reckless behaviour patterns (Lounge, 2013; McAllister & Eghigian, 2022; Mukattash, I. L., Thomas, R., Nusair & Mukattash, 2021).

Media is unarguably a strong tool to spread awareness. It transcends cultural boundaries as it keeps us updated globally. Speaking of exposure, advertising is another factor that helps create exposure through promotion of a product while convincing people to purchase it (Bajwa, , Farooq, & Bukhari, 2022). It addresses the needs and luxuries into a necessity. It has confused the youth about the difference between need and want (Vishal, 2009; Sandhu, 2010).

Advertising has a tremendous impact on the youth whatever they see on television they take for truth without giving a second thought. Advertisements encourage the youngsters to persuade their parents to buy the product whether useful or not. The dangerous stunts shown in the commercials performed by the experts are imitated by them results in fatal accidents.

* Department of Philosophy, University of the Punjab, Lahore, Punjab, Pakistan.

† School of Communication Studies, University of the Punjab, Lahore, Punjab, Pakistan.

‡ Kinnaird College for Women, Lahore, Punjab, Pakistan.

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(Sheehan, 2013; Sandhu, 2010). After watching flashy advertisements pre adults are compelled to purchase expensive/branded products as they become brand conscious and are also attracted towards leading a materialistic life. Television commercials play a part in changing personal choices of children when it comes to buying clothes, toys, food and luxuries. Moreover when youngsters are denied of purchasing products seen in the commercials they develop behavioural problems such as temper tantrums and extreme stubbornness (Sandhu, 2010; Nusair & Mukattash, 2021) Advertising has also influenced the teenagers eating habits as because of the heavy promotion of eateries like pizzas, burgers, soft drinks especially during their television viewing time it had lead them towards excessive junk food resulting in serious health related problems.

Adventurous advertisements such as advertisements of soft drinks mountain dew and thumbs up encourage the youth to indulge into dangerous activities. All the risky, thrill, cool stunts, catchy slogans and masculinity factor motivates the youngsters to perform those dangerous acts on their own also to gain attention as these commercials pressurizes them to have the same cool, macho, rugged image as shown in the advertisement (Sheehan, 2013).

Furthermore such adventurous advertisements affect the overall behaviour of the youngsters. As they are so much inspired by it as a result they become adamant in nature, they just want to perform such stunts no matter how dangerous they are. They become disobedient towards their parents, they do what they want to do because imitating dangerous stunts gives them satisfaction and a sense of an achievement. Most importantly involving in such irrational activities these pre adults suffer a lot academically as they lack concentration on their studies and attempting stunts becomes their first priority. It deviates the pre adults minds from healthy activities and day by day they become more interested in risky stuff and become addict to it as it becomes part of their daily routine and habit. Moreover involving celebrities in such advertisements like Salman khan in mountain dew and Akshay Kumar in thumbs up is another factor behind inspiring youth as when they see their heroic image it further motivates them to

attempt the stunts and putting their lives at stake without giving a second thought to it.

Statement of Problem

Exposure to adventurous television advertisements are creating adventurous spirit in Pakistani youth leading to imitation of stunts, frustration and persistence. The youth is exposed to adventurous television advertisements to a great deal, such exposure create an urge among them to pull off the stunts they come across on the television. Car racing, pinning, drag racing and wheelie are some of the common stunts performed by the youth leading them towards premature addiction of life-threatening acts. It is important to analyse the effects of adventurous television advertisements on the youth whether the youngsters are vulnerable and manipulated by these adventurous advertisements.

As a result of such advertisements behavioural problems are created in youngsters as they become aggressive in nature if they fail to replicate the stunt as it is. Thus ignoring the fact that such stunts in the advertisements are performed by professionals and experts and it is impossible for these amateur youngsters to perform up to their level but unfortunately they are too much inspired and impressed by the super hero content being shown in it that it results in fatal accidents and casualties in the end. Moreover due to the failed attempts to perform the stunt it further makes them adamant in nature, they repeatedly attempt the stunts till they get it perfectly right. Also perfect execution of these stunts can be a matter of pride for the pre adults either among their own friends or the opposite gender when it comes to building their image.

Objectives

1. The study intends to find out effects of extensive exposure to adventurous television advertisements on the young minds.
2. To identify whether wide exposure to adventurous television advertisements reduces youngsters' fear of negative consequences of performing a stunt.
3. To evaluate personality changes due to the wide exposure of adventurous advertisements on television.

Research Questions

1. Does Pakistani youth adopt negative traits following the constant exposure of adventurous television advertisements?
2. What stunts are commonly performed by the youth to exhibit their adventurous side?
3. Does the constant exposure to the adventurous television advertisements affect the Pakistani youth's perception of being rugged/manly?

Hypothesis

- H1:** Extensive exposure to adventurous television advertisements prompts the youth to attempt the stunt.
- H2:** Heavy watching of adventurous television advertisements is leading the youth towards frustration.
- H3:** Wide exposure to adventurous television advertisements directs the youth to become fearless.

Literature Review

A lot of researchers seems interested in studying audience behaviour regarding the impacts of advertising (Lounge, 2013; McAllister & Eghigian, 2022; Mukattash, I. L., Thomas, R., Nusair & Mukattash, 2021). Advertising in the context of television exposer has far reaching effects on our lives. Oak (2000) highlighted the negative impact outweigh the good ones by a long chalk: mental stress, lack of time for exercise and reading, brain burden, eye strain, becoming a couch potato, attention syndrome, lack of language skills, covet for fame/ riches, horrendous effects of violence, murder scenes, and bloodshed/physical abuse. Undoubtedly it is also an effective measure of promoting various upcoming market products. Clearly there is a need for balancing the time that is devoted to watching television. Similarly in the case of knotty content in magazine showcasing products like alcohol, beer and spirits brands there is observed a violation of industry guidelines. This kind of advertising creates increased risk of adolescence and youth to carry similar practices (Rhoades & Jernigan, 2013).

Television advertisements to a certain extent can affect teenagers regarding consumer behaviour. Considering the demographic factors; age, sex and peer pressure it had come down to a

few conclusions that age is negatively associated with the impact of television advertisements on teenagers. Secondly peer pressure is one of the biggest factors behind being persistent on the purchase of product after watching the television advertisement (Moschis & Mitchell, 1986). The more the teenagers interact with their peers the more likely they are to get convinced. Lastly female teenagers are more vulnerable than their counterparts towards buying products following television advertisement viewing. According to Rhoades & Jernigan (2013) after observing risky advertisements addiction content appear to increase with the size of youth readerships, suggesting that individuals aged less than 21 years may be more likely to see such problematic content than adults.

Krcmar and Greene (1999) elaborated that need for information may differ from one individual to another depending on the exposer to media. In case of exposer to violent and non-violent television commercials can affect the adolescents. Based on the data taken from high school, junior high school and college students it was found out that there is a positive relationship between exposer to violent television advertisements and negative effects such as drug abuse, risky driving and alcohol use etc.

Lounge (2013) elaborates that Attractive advertisements is the name of the game. The biggest targets are kids. While the positive effects of commercials are increase of knowledge, spread of technology and dietary benefits on children but the disadvantages are numerous: imitation of dangerous stunts which can be performed by experts only encourages youth to perform at their homes which results in fatal accidents, tendency towards materialistic joys and reckless behaviour patterns. Anderson and Gordan (2009) further add that alcohol advertising on television can trigger the minds of drinkers and non-drinkers. Through content analysis based on teenagers, it was concluded that these advertisements can alter the minds of viewers while encouraging g them to drink. As far as the existing drinkers are concerned in their case alcohol advertisements lead them to excessive alcohol consumption.

Vishal (2009) further demonstrates that television advertisement are effective in changing the perception about consumption of products while taking into consideration some variables such as; language, information and social issues.

The language was positively associated with the television advertisements in persuading the consumers to make an effort regarding purchase of products. The content also plays a vital role in convincing people about the authenticity of the product. Lastly social issues make the advertisements more impactful drawing considerable attention.

Another angle explored by Kamran (2010) which narrates those television commercials regarding fairness creams can lead to social issues in Pakistan. The study also aims at finding out the product performance. However it was found out that fairness creams commercials benefits are overstated as some of the product's side effects are being overlooked and customers experienced facial skin problems after using it also gave birth to increasing negative values in society such as materialism, dominance of white face skin and negative effects on the thinking of the youth, the stereo type roles of women shown in it tends to lower down the self-esteem of women leading to lack of confidence and inferiority complex as the product never did any justice and is complete waste of money (Sandhu, 2010).

Ashaduzzaman & Asif-Ur-Rahman (2011) elaborates that role of television advertisements on women regarding the purchase of new products introduced in the market and whether or not these advertisements help them make the right choice during shopping. Through the survey method it was proved that majority of the women do get influenced by the television advertisements which help them in shopping. Others consult their relatives, friends or parents before buying a certain product. Moreover many women when fail to buy a product due to unaffordability end in frustration. Lastly it proved that constant exposure to television advertisements do compel women to purchase the desired product (Snodgrass, 2013).

Hassan and Bashir (2012) explain that advertisements never seem to lose importance as people cannot overlook them. The advertisers can be credited for it as they know the methods of drawing people's attention. Hence compelling people to go for a certain brand or making them abandon the previous one on being able to find a better one. Govind and Singh (2013) illustrates that television advertisements can create negative impact on teenagers in terms of their eating habits leading them towards obesity. It all came down to the fact that the more they are exposed to

television advertisements the more they deviate from sports activities. Secondly they are more persistent on convincing their parents to buy unhealthy food products and when denied they develop aggressive behaviour. Another fact also came up that while watching television they binge on snacks and low nutritional food. Similarly, Snodgrass (2013) reports that everyone is adversely affected by advertisements in newspapers, billboards etc. children fall prey to negative habits by way of food of low nutritional value: McDonalds, pizza hut. Instead of schools giving coupons to children to such eateries it would be far beneficial rewarding children with money to further their education.

Desilets (2013) explains that television particularly coloured television and increasing number of channels revolutionized advertisement. Glamorization overshadowed the truth and negative effects of advertising became manifest. Popularity downsized morality giving way to gluttony, vanity and materialism. Rapidly increasing channels prevented strict monitoring leading to brainwashing propaganda. The resultant was anorexia among women, fast food causing over weight (obesity) in children and health disorders like type 2 diabetes, the direct resultant of processed and fast foods. Moral turpitude (by not giving honest details) led to drug abuse. Arnas (2006) also stated that diseases like obesity, diabetes, cancers, hypertension and coronary heart diseases are directly related to the children's eating habits and food consumption. However television advertisements play an important role in it as it has a great impact on children's diet. There is an obvious relationship between television commercials and children's food consumption while watching television and also there wish to buy particular products that they view on television commercials. Food items comprising of junk food like chocolates, cheese and chips and about 89.6 % ate or drank while watching television, many requested their parents to buy the same products showed in the commercial while some cried and argued in order to get it and most of them demanded for sugary items.

Hence it is concluded by the above cited literature that the advertising has a great impact on the minds of adolescent group. It not only gives birth to inclination but also towards adopting to the trends being shown in the advertisements.

This research focused on the risky trends being practised in the advertisements and its adoption among the pre-adults. Advertisers ought to re-evaluate their methodology, give morality the highest priority in realizing short and long term effects of advertising

Theoretical Framework

Cultivation Theory examined the long term effects of television on audiences of all ages. It suggests that exposure to television overtime cultivates viewers perception of reality. The primary proposition of cultivation theory states that the more time people spend "living" in the television world, the more likely they are to believe social reality portrayed on television. The Cultivation Theory got its start with the cultivation hypothesis, created by George Gerbner, which attempts to understand how "heavy exposure to cultural imagery will shape a viewer's concept of reality" (Pierce, 2007).

Cultivation theory in its most basic form, suggests that television is responsible for shaping, or 'cultivating' viewers' conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for our culture as a whole. When it comes to shaping ideas television can have negative effects on its heavy users (Potter, 2014; Pelzer & Raemy, 2022).

By applying this theory on the study the researcher assumes that children or pre adults exposed to adventurous television advertisements to a great deal are more prone to perform dangerous stunts. They become inspired by what they see on television and it inculcates desire in them to imitate the stunts. Due to the constant viewing of such advertisements it leads to personality changes in them because they are too much impressed by its super hero content, they tend to build the same cool image as well. But when they fail to do so it generates frustration in them, they become stubborn, adamant and keep on working on their image and execution of stunts unless and until they are completely satisfied with the results. The frequent viewing of such advertisements motivates the youngsters to apply it in their daily lives as reality to them is what they are seeing on the television.

Methodology

The proposed method for this study is cross-sectional survey method. "Survey" can be defined as, 'a form of gathering of sample of data or opinions considered to be representative of a whole'. Survey is the most used research method in the quantitative studies. The empirical findings are then generalized on the population.

Research Tool

For this study questionnaire is used as research tool. The questionnaire was wet by three field experts before it is finalized. The pilot study further helped improve the overall structure. The questionnaire was based on 5 points Likert scale approach opening from "strongly disagree" as 1 to the "strongly agree" and 5.

Population

The population of this study comprise of all students of Boy's institutions of Lahore that offer secondary and higher education constitutes the universe of this study.

Sample

The sample of this study is based upon N=200 respondents. The researcher has used two sampling techniques to form sample. At first four institutions of Lahore are selected by following convenient sampling that are National Grammar School, Beacon House School System, SICAS and Lahore Grammar School. Then fifty students from each institution are selected by following purposive sampling. It is to be considered that the respondents must have exposure to the adventurous television advertisements.

Data Analysis

Minitab 6 software will be used for data analysis.

Limitations of the Study

For this study the researcher has targeted secondary and high school children but college and university students could have been taken into consideration. Also children's parents could have been included to get a deeper insight into their kid's personalities and their exposure to television advertisements. If the researcher had intended to approach the parents and

college/university students it would have been more costly in terms of transport expenses since it requires confronting each and every respondent's parents thus making it more time consuming. Moreover gaining access to schools and colleges to get the questionnaires filled out was another obstacle the researcher had to face as one of the schools did not give permission to access the students.

Results

One- proportion test is applied by Mini Tab Statistical Software
 Confidence level of =95.0
 Level of significance = 0.05

Test and CI for One Proportion

Test of p = 0.5 vs. p > 0.5

Table 1

Hypotheses	X	N	Sample p	95 %Lower Bound	Exact P-Value
H1: Extensive exposure to adventurous television advertisements prompts the youth to attempt the stunt.	180	200	0.900000	0.858011	0.000
H2: Heavy watching of adventurous television advertisements is leading the youth towards frustration.	169	200	0.845000	0.796595	0.000
H3: Wide exposure to adventurous television advertisements directs the youth to become fearless	173	200	0.865000	0.818668	0.000

On applying the one proportion test, according to the above mentioned table about extensive exposure to adventurous television advertisements prompts the youth to attempt stunts and do the youngsters become frustrated after repeatedly failed attempts, the p value is found 0.000 respectively that shoes both results are highly significant. The tests of one proportion test applied on third hypothesis, the p value is found 0.000 that indicates youngsters become fearless after performing the stunts. So the results are significant and all hypotheses are proven,

Discussion

The study is aimed at analysing the effects of exposure to adventurous television advertisements on Pakistani pre adults, for this purpose a sample comprising 200 secondary and high school students was surveyed. It was found out that majority of the respondents was highly inclined towards adventurous television advertisements as according to the theoretical frame work the more they will watch television the more they will be affected by it.

When the respondents were asked how often do they watch television as many as 149(74.5%) responded daily, 23(11.5%) responded weekly

whereas 10(5%) responded quite rarely. It was observed that most of the children watch television daily as compared to weekly and quite rarely, so the more they are exposed to television the more they will be likely to inculcate the content being shown in the advertisement. Similarly when the respondents were asked how many hours a day do they watch television as many as 9(4.5%) responded 2-3 hours, 31(15.5%) responded 3-4 hours whereas only 6(3%) responded more than that. It was found out that majority of children viewed television 2-3 hours continuously which is considered enough exposer time for a child to be affected by its matter. Moreover when the respondents were asked do television advertisements influence them to a great extent as many as 80(40%) responded strongly agree, 76(38%) responded agree and only 4(2%) responded strongly disagree. By looking at the results majority of the children strongly agreed to the fact that television advertisements do influence them greatly and that they are highly attracted towards them. In another case when the respondents were asked how much of an adventurous person are they as many as 105(52.5%) responded to a great extent, 66(33%) responded to some extent and only 1(0.5%) responded not at all. It was observed that

by and large young generation are extremely adventurous in nature, they like to explore, experiment and experience the thrill. Furthermore when the respondents were asked which of the following advertisements they find motivating the most as many as 120(60%) responded mountain dew, 25(12.5%) responded thumbs up whereas 33(16.5%) responded any other. While looking at the desired results it was found out that maximum number of pre adults opted for mountain dew as compare to the other adventurous television advertisements as they find this one more exciting, motivating, thrilling and entertaining to watch. When the respondents were asked how many times do they come across adventurous television advertisements as many as 49(24.5%) responded 1-2 times, 47(23.5%) responded 2-3 times, 50(25%) responded 3-4 times whereas 20(10%) responded more than that. It was found out that quite a few children come across these advertisements many times so the more they are exposed to such commercials the more they will be affected and influenced by its super hero content. When the respondents were asked after watching adventurous television advertisements have they felt any desire to perform the stunts as many as 80(40%) responded strongly agree, 57(28.5%) responded agree, 43(21.5%) and only 4(2%) responded strongly disagree. It was found that most of the children get encouraged by seeing the adventurous television advertisements and was having extreme desires to imitate the stunts on their own. When the respondents were asked do they get inspired by adventurous advertisements shown on television as many as 79(39.5%) responded strongly agree, 55(27.5%) responded agree whereas 1(0.5%) responded strongly disagree. Overall looking at the result it was found out that majority of the pre adults do get highly inspired by watching adventurous television advertisements. When the respondents were asked do adrenaline packed stunts encourage youth to put their lives on line as many as 77(38.5%) responded strongly agree, 63(31.5%) responded agree whereas 7(3.5%) responded strongly disagree. It was found out that most of the youth strongly agreed to the fact that they do put their lives on line when it comes to performing the stunts as they get impressed by these advertisements to such an extent they risk their lives too without giving a second thought. When the respondents were asked which of the

following stunts are commonly performed by the youth as many as 116(58%) responded wheelie, 49(20%) responded car racing whereas 10(5%) responded drag racing. So looking at the above result most of the youth perform wheelie which is extremely dangerous and widely performed on streets resulting in fatal accidents. When the respondents were asked does use of celebrities in adventurous television advertisements push the youth to attempt the stunts as many as 31(15.5%) responded strongly agree, 66(33%) agree whereas 10(5%) responded to strongly disagree. It was concluded that most of the youth do get fascinated and encouraged by seeing celebrities performing the dangerous stunts in such advertisements. When the respondents were asked can they attempt the stunt as it is as performed in the advertisement as many as 13(6.5%) responded strongly agree, 28(14%) responded agree whereas 78(39%) responded strongly disagree. It was found out that majority strongly disagreed to the fact that they can attempt the stunt as it is as performed in the advertisement as they cannot match up to their level because these stunts are performed by highly trained professionals and experts. When the respondents were asked do repeatedly failed attempts of performing stunts lead them towards frustration as many as 80(40%) responded strongly agree, 40(20%) responded agree whereas 12(6%) responded strongly disagree. It was observed that majority felt frustrated due to failure of attempting the stunts correctly as they tend to forget that stunts in such advertisements are performed by experts and perfect execution of these stunts by amateurs is impossible. When the respondents were asked do they try to attempt the stunts repeatedly till they get it right as many as 79(39.5%) responded strongly agree, 41(20.5%) responded agree whereas 17(8.5%) responded strongly disagree. It was found out that most of the pre adults attempt the stunts again and again for perfect results as they become adamant and agitated due to the inability to perform it correctly. When the respondents were asked dose attempting dangerous stunts help them portray rugged/manly side of them as many as 58(29%) responded strongly agree, 54(27%) responded agree and 20(10%) responded strongly disagree. It was concluded that majority agreed to the fact that they do feel cool, manly and rugged by performing such stunts. When the respondents were asked will they plunge ahead without

thinking of the negative consequences when it comes to attempting the stunts as many as 54(27%) responded strongly agree, 39(19.5%) responded agree whereas 20(10%) responded strongly disagree. It was observed that most of the youth will put their lives on line without giving it a second thought that it can be fatal in the end. When the respondents were asked does the impulsive attitude shows ones desire to perform stunts as many as 52(26%) responded strongly agree, 66(33%) responded agree whereas 8(4%) responded strongly disagree. It was observed that most of them agreed to the fact that impulsive behaviour is indeed an indication of performing stunts and having desire to attempt such act. When the respondents were asked do they get the feeling of having their fears conquered after performing the stunts as many as stunts 95(47.5%) responded strongly agree, 51(25.5%) responded agree whereas 11(5.5%) responded strongly disagree. It was found out that they do get fearless after performing dangerous stunts, they become bold and courageous.

When inquired that after watching adventurous television advertisements have you felt any desire to perform the stunts as many as 40% strongly agreed to the statement. This is an indication that watching adventurous advertisement inculcates a strong desire in youngsters to perform the stunts. Such advertisements inspire the pre adults to a great extent as a result they become highly impressed by it which results in imitation of stunts.

On asking do you feel frustrated after repeatedly failed attempts as many as 40% strongly agreed to the statement? It shows that pre adults do get extremely frustrated when they cannot perform the stunt perfectly and have to repeat it. It makes them agitated that why they cannot attempt it as shown in the advertisement as it shows that most of them are off the view that the stunts performed in the advertisements are executed by professionals.

When asked do you get the feeling of having your fears conquered after performing the stunts as many as 47.5% strongly agreed to the statement. It shows that these youngsters they become fearless after performing the stunts because they are so much passionate and enthusiastic about it that they completely forget about the negative consequences that they might have to face afterwards as it can result in fatal

accidents and sudden death but these pre adults think about nothing else except perfect execution of stunts.

Conclusion

The study aims at identifying the effects of adventurous television advertisements on youth which lead them towards adventurism and frustration. Based on the theoretical perspective of cultivation theory it shows that how extensive exposure to adventurous television advertisements effects the individual in terms of behaviour and personality.

The assertive nature of adventurous television advertisements thus increases the impact made. Watching adventurous advertisements again and again is said to be a part of the attraction and appeal for the pre adults. There is a reason to believe that the more often one is exposed to the dangerous stunts shown in adventurous television advertisements the greater is the effect of this advertisement on the individual. Heavy television viewers watch television more than four hours a day. According to the study majority falls in the respective category. After such a heavy exposure to thrill, adventure and risks their general attitude and personality start to change as they become frustrated and more adventure seeking in nature.

For this study the adopted theory is cultivation theory which suggests that dangerous stunts in adventurous television advertisements are responsible for cultivating viewer's conception of reality as these action-packed advertisements motivate and influence children's overall personality. The combined effect of massive exposure to its audience overtime subtly shapes the perception of reality for individuals. It gives them a wrapped view of reality and the line between right and wrong subliminally blurs. Children who watch more adventurous television advertisements are likely to be more influenced by its content. The researcher has determined to examine the effects of adventurous television advertisements on pre adults age 13-19. By using survey method to collect the ratio that to what extent the adventurous television advertisements are influencing the youth to imitate the stunts and making them frustrated and adventurous in nature.

The researcher adopted survey method and made a questionnaire to get the accurate results of how much Adventurous television advertisements are compelling the youth to imitate the stunts, making them frustrated and fearless in nature. For this purpose four institutions offering secondary and high education were selected using convenient and purposive sampling namely National Grammar School, Lahore Grammar School, Beacon House School System and Salamat International Campus for Advanced Studies (SICAS). A quota of 50 students was allotted to each institution in order to get a sample of 200 students. Questionnaires were filled by class 7 till A Levels.

As per 1st hypothesis extensive exposure to adventurous television advertisements prompts the youth to attempt the stunt. The P value of the above hypothesis is 0.000 which is highly significant which supports the hypothesis that extreme exposure to adventurous television advertisements compels the youth to perform the stunts. In the second hypothesis it is stated that failed attempts to perform the stunts lead the youth to frustration. The P value of the hypothesis

is 0.000 which is highly significant and verifies the hypothesis. In the 3rd hypothesis it is stated that attempting the stunts provides the youth with a feeling of having their fears conquered. The P value of the hypothesis is 0.000 which is highly significant and verifies.

Recommendations

Parental guidance is needed, parents should be aware of the type of television advertisements their children watch. Also if they are familiar with their kids' adventurous flair then the latter should be told about the real world to keep them from falling prey to the perils of attempting dangerous stunts. Instead provide them with other outlets which are healthier for the mind for example Discovery channel, National Geographic, BBC or other such informative channels. As far as the physical aspect is concerned parents should encourage children to indulge in physical activities such as sports to keep them engaged. Parents should keep an eye on the company their children keep as peer pressure also plays an important part in prompting them to show dare devilry.

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