



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMMUNICATION AND MEDIA STUDIES
DIPLOMA IN COMMUNICATION AND MEDIA

PROFESSIONAL PROJECT (COM366)

TOPIC:

THE EFFECTS OF EXPLICIT CONTENTS IN THE
ADVERTISEMENT TOWARDS
CHILDREN'S BEHAVIOR AND CREATIVITY

PREPARED BY: N5MC1105F

- | | |
|--------------------------------------|------------|
| 1. NAEMAH SYUHAI DAH BINTI SHAHRIMAN | 2015857716 |
| 2. NUPUL QAMARIAH BINTI OMAR | 2015892388 |
| 3. AIN SURAYA BINTI MOHAMAD FAZIM | 2015820358 |
| 4. NADIA NORAMIRA BINTI ZULKIFLI | 2015892166 |

PREPARED FOR:

MADAM NOOR ASHMALIA BINTI MOHAMAD ASHRAF

DATE OF SUBMISSION:

JANUARY 2018

CONTENTS

| <i>CHAPTER</i> | <i>CONTENTS</i> | <i>PAGE</i> |
|----------------|--|-------------|
| | Acknowledgement | 1 |
| 1.0 | Abstract | 2 |
| 2.0 | <p>Introduction</p> <p>2.1 Background of Study</p> <p>2.2 Problem Statement</p> <p>2.3 Research Objectives</p> <p>2.4 Research Question</p> <p>2.5 Rationale and Scope of Study</p> <p>2.6 Significant of study</p> <p style="padding-left: 40px;">2.6.1 Policy</p> <p style="padding-left: 40px;">2.6.2 Practice</p> | 3 - 7 |
| 3.0 | <p>Literature Review</p> <p>3.1 Background of the explicit and implicit contents</p> <p style="padding-left: 40px;">3.1.1 Implicit contents</p> <p style="padding-left: 40px;">3.1.2 Explicit contents</p> <p>3.2 The roles of advertisement towards society</p> <p>3.3 Factors on how the children’s development can affect their lifestyles in the future</p> <p>3.4 Responsibilities of Malaysian Communication and Multimedia Commision (MCMC) towards children’s development</p> | 8 - 15 |

| | | |
|------------|---|----------------|
| | 3.5 Effects of the explicit contents in the advertisement towards children’s behaviour and creativity 3.5.1 Positive effects 3.5.2 Negative effects 3.6 Theory Related 3.6.1 Social Learning Theory 3.7 Research Framework | |
| 4.0 | Methodology 4.1 Data Collection 4.1.1 Qualitative Study 4.1.2 In-depth Interview 4.1.3 Purpose Sampling 4.2 Unit of Analysis 4.3Data Analysis 4.3.1 Thematic Analysis | 16 - 19 |
| 5.0 | Findings and Discussion | 20 – 30 |
| 6.0 | Conclusion | 31 - 34 |
| 6.0 | References | 35 - 36 |
| | Appendix | 37 |

ACKNOWLEDGEMENT

Abraham Lincoln once said, "I will do my very best about the things that I know how, the very best that I can and I mean to keep doing it until the end". Through this opportunity, the interviewer, Nadia Noramira Binti Zulkifli, Naemah Syuhaidah Binti Shahrman, Ain Suraya Binti Mohd Lazim and Nurul Qamariah Binti Omar from MC1105F would like to say thank you to all of the person that taking part in making our assignment become succeed.

Through this, we also want to express our thankful feelings to those who helped a lot in collecting an information and data to use it as a background study specifically lecturer, interviewee, friends and family. First of all, we like to thanks our *Professional Project (COM363)* lecturer, Madam Noor Ashmalia Binti Mohamad Ashraff for guide us with a very efficient ways in order to carry out our duty. In addition, she is also fairly with a determined attitude in order to perform her duties as a dynamics lecturer to appropriate her students.

As for our interviewee from the different background, a huge expression of our gratitude are being expressed for the succeed interview regarding the topic. The warmed welcome that had been given by their side do make us feel comfortable in finishing our tasks.

Besides, we eager to express our gratitude to our parents for giving the moral supports to finish this tasks. The moral supports from the terms of finances, advices, examples and others truly encourages us for not to lose hope as a students. Last but not least, not to be forgotten our classmates from *MC1105F* that give a huge help such as provide us a brilliant suggestion and ideas. Also, a big thanks to one's that help either in direct or indirect ways.

1.0 ABSTRACT

As it is being state by Economic States, advertising uses every possible media to get its message through. It does this via television, printed media such as newspapers, magazines, journals, radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. As the last result, the advertisement will be create followed the client needs.

Other than that, the media also one of the medium of how the advertising works to market some product and to convey their works towards people minds nowadays. Advertising is hardly a recent human endeavour; archaeologists have uncovered signs advertising property for rent dating back to ancient Rome and Pompeii. Town criers were another early form of advertising. As an industry, advertising did not take off until the arrival of the various mass media: printing, radio, and television. Nevertheless, concerns over advertising targeting children preceded both radio and television. The British Parliament passed legislation in 1874 intended to protect children from the efforts of merchants to induce them to buy products and assume debt.

Commercial appeals to children, however, did not become commonplace until the advent and widespread adoption of television and grew exponentially with the advent of cable television, which allowed programmers to develop entire channels of child-oriented programming and advertising. Opportunities to advertise to children further expanded with the explosive growth of the internet, and thousands of child-oriented web sites with advertising content have appeared in the past few years. Keywords; **Effects**: A change which is a result or consequence of an action or other cause (Oxford Dictionary); **Explicit contents**: Offensive or graphic, a description that is sometimes included in parental-advisory warnings (Oxford Dictionary); **Advertisement**: A notice or announcement in a public medium to promote a product, service or events (Oxford Dictionary)