

CONTENTS

<i>List of Tables</i>	viii
1. Introduction	1
2. Seducers and Innocents: A Political Affair	18
3. Understanding Commercials: The Experimental Evidence	39
4. The Effects of Advertising: The Experimental Evidence	98
5. The Analysis of Advertising: Breaking the Code	166
6. What Children Watch: American and British Television Advertising Compared	208
7. What Psychologists Know about Children and Advertising	236
8. British Children's Understanding of Television Advertising: Experimental Research	267
9. Summary	291
<i>References</i>	317
<i>Index</i>	341

TABLES

3.1	Number of children responding to the question 'What is the difference between a television programme and a television commercial?'	71
3.2	Children's awareness of why commercials are shown on television	80
3.3	Children's awareness of what a commercial is	80
3.4	Children's awareness of what commercials try to do	80
3.5	Children showing persuasive intent recognition with two types of question	82
3.6	Responses by children to questioning on the function and purpose of commercials after viewing a programme and a commercial	85
6.1	Product categorization of content of children's commercials on Saturday mornings in 1983 and 1984	223
8.1	Number of children mentioning commercial function of advertising during interview	280
8.2	Responses categorized as 'topic' or 'vehicle' in reply to 'What do you think this advertisement is really telling you?'	283