

**The Effect of Misleading and Jargon-Containing TV Advertising on Behavior  
and Lexicon of Various Age Groups in Armenia**

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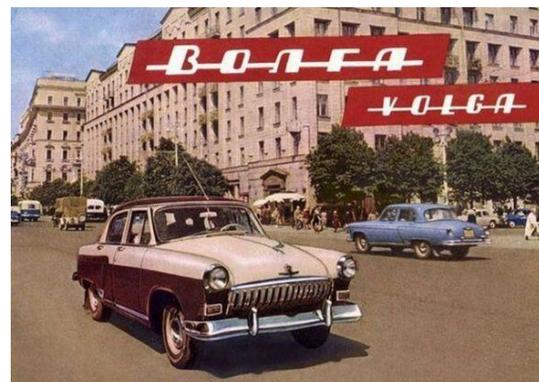
## INTRODUCTION

Since gaining independence in 1991, Armenia started to function as a country with its own understandings of social life and communication. Advertising during the Soviet era was partly based on propaganda and in support of local production. Taking into account this fact, we can state that there was no real market competition, thereby; there were no counterparts in advertising also. The general understanding of advertising during the times of Soviet Union was different. Although it was still aimed to promote the product, but it was the property of the state in any matter. In most of the cases advertising was done to promote product so that the factory or production facility covers the monthly or yearly plan. It turned out to have more of an informative meaning than promotional. That is why the mentality of the Soviet citizens did not accept advertising the way that people of other countries did. It was more of an announcement about the existence of that product. Besides that, almost everyone knew where to get a certain thing from. It was a state of equal standards, where everything was perceived as of a very high quality and made for the hard working Soviet citizen. As in other 14 republic of USSR, the functioning of advertisements was nearly the same in Armenia. Some of the samples are shown in the figures below. Everything changed with Armenia shifting to a capitalist system, where the struggle for a place in the market relied on advertising. Even though the country was in economic, military and social crisis, advertising smoothly entered into the daily life of

Armenians. Initially, advertisement was mostly concentrated in textual and image forms as banners and posters on the roads and in different parts of cities. Then it started to air on TV, accessing a larger audience. This was the point where the main problems began.

In the early 1990s, despite the law on advertising that was drafted, there was no strong regulation of the field, and many companies used various manipulation tactics and unethical practices, to convince consumers. It is a common practice, when the foundation of something is built in a wrong way, the entire process is affected in the future. Unfortunately, we can see the results of that issue, starting in the 1990's, up to today, when the modern technologies and methods are still lacking support to properly filter the advertising industry. This study analyses the trajectory of advertising aired on Armenian TV, with one main goal: to show how it affected different generations, in the scope of their habits and verbal priorities.

During the period of 1998 to 2010 hundreds of commercials have aired on TV; some of those became legendary and are cited even today, some were simply forgotten, and others stayed with the people in a positive or negative way. In this research, I will try to clarify how advertising affects consumers, and will find out the source of this problem, the indifferent government or people with little advertisement literacy.



## LITERATURE REVIEW

### **General Effects of Unethical/Misleading Advertisements.**

It is not a secret that advertisement is produced with one goal, to let the potential consumer know about that company or a product. Even in social campaigns and alternative ads, such as environmental propaganda by oil producing company, there is a clear benefit for the company. The negative point is that the advertisers have created many manipulative tactics and methods, to convince and even mislead the audience. In real life the crucial point in this case, is when the information starts spreading via word of mouth (Ullah 2015). Indeed, this can be really dangerous as every single person is an information carrier and sooner or later he/she will transfer that information to someone else in his/her community. Advertisers make misleading and unethical commercials in a special way. In most of the cases people do not even realize that they accept all the needed information, without paying attention to details. Sometimes the advertisers over exaggerate about the product's benefits in such a tactful manner that consumer goes psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product (Smith et al., 2006). Najeeb Ullah and Mustansar Hussain, took the case of Pakistan, and analyzed the results gathered from 600 people. The study showed that the majority of people, around 64%, were persuaded by a certain advertisement that the researchers counted as unethical. The most affected group were the youngsters, aged 16-20. And as this exact group is comparably the most active in terms of constant communication with peers, it is normal that they are in the riskiest zone of getting easily persuaded. This means that this age group is able to spread the information the fastest. Even though Pakistan is a country of different

culture and customs, but as a bright representative of Eastern state, it can be compared to Armenia. This study shows how the wave of false advertising can go massive.

Children and especially adolescents are the most dangerous audience that can easily absorb the wrong information coming from the advertisements (Villani 2001). The 10 years of explorations conducted by Villani showed several facts, the author have studied the straight effect of mass media, that no matter how many techniques and resources we use do not help the process of raising the advertising literacy among the younger group. It might seem that media specialists just air everything for their profit, but they brilliantly know what kind of audience will receive the message (Villani 2001). Although in this case the study mostly covers the groups in the US, where media market is hundreds of times larger than in Armenia, but again, if we discuss the manners and techniques, there is not much of a difference. Starting from 1990, many books, articles, videos and advertising materials were analyzed, and it showed that in many cases the moral value system of children can be shaped by advertisements (Villani 2001). Children and teenagers love a certain circle of products, which makes the chance of them watching the ad higher. So, the study shows that advertisers were periodically inserting messages that should have made different impression on adults and children. But the practice showed that in more than 40% of cases children were taking a deeper view on the explicit meaning of those materials. This can have a logical explanation, as parents cannot prevent children from watching the ad on TV. This brings to the point when children or a young teenager, who is in the middle of process of growing and learning about moral values, sees unethical actions or processes on TV, so, takes it a sample, starting to integrate into social life with such kind of wrongly shaped ideas. This of course brings to another issue, which is the low level of advertising literacy. This term became a new branch of media literacy; as various scholars spoke that advertising gets so

massive that people should be “educated” for it also. Different age groups have different level of advertising literacy, and it is normal (Livingstone, Helsper 2006). The study on advertising literacy was conducted by S. Livingstone and E.J. Helsper, with the goal to find out the balance between advertising literacy and the effects of ads. This issue becomes more and more important every day. As the sphere develops advertisers always come up with better and faster tactics to persuade people. Of course advertising literacy cannot be taught at school as a separate subject (Livingstone, Helsper 2006). In this study the authors centered their attention of food preferences of children, as food commercials are on the top priority for children. The youngsters who had at least some information about the product, that was not shown or told about in the ad, were not really impressed or affected by the advertisement. At the same time, another group of children, that was receiving information about that certain product for the first time, wanted to buy it immediately. This shows how important it is, to raise advertising literacy level since the young age, just to avoid the future problems. This is really serious in case of Armenia, as today, there is really no information or any materials available about how to receive and analyze advertisement.

### **Advertising and Lexical Issues.**

If we discuss Armenian TV, there are several cases that can be discussed from the lexical-lingual point of view. The main problem is that there is a lot of content on Armenian TV that is mostly in Russian or other foreign languages. This is an important aspect as advertisement’s language can have a real effect on the containing message. In 1994, a study was conducted by the professor of Waikato University, S. Koslow and his team, to figure out if the Hispanic communities, living in the territory of the United States, perceive the advertisement in the same

way in case of it being in their native language. This was a very detailed research and covered mostly advertising. Among Hispanic consumers, more favorable attitudes toward Spanish are associated positively with affect toward advertisements that increasingly use Spanish (Koslow, Shamdasani, & Touchstone 1994). This research showed that the ethnic group was friendlier with the advertisement in Spanish more than in English. At the first sight it is very adequate, but on the other hand, while watching the ads in Spanish, the people concentrate on details better, as in case of English, the vast majority of Hispanics just ignored the main part of it. In this case, I will try to use the data in this study, to see if Armenians understand Russian the same way as Hispanics understand English. In any case foreign language advertising is airing on Armenian television, and the Russian speaking ethnic minorities do not form a large enough portion of the society, so that the state could separate special advertising policy for them. The main goal is to figure out how the general Armenian audience approaches to the Russian ads and what message do they receive. Based on the collected data we can conclude how the advertisement can have an effect on these people.

### **Understanding the Morality of Advertising.**

In the world of mixed advertising campaigns and the large flow of unethical advertising it is vitally important to keep the moral messages in the advertisings. Actually, I mentioned before that even if the advertising praises the morality and noble values, there is still a benefit there. It is fine, and this is a very good way for the company to both show their product in a good way, and support moral values that are important. The article “Advertising's moral responsibility” on Adliterate.com website discusses this issue. The importance is that society has to consider the importance of morality and also put it along with the message of the advert. This article, from the

point of view of being informative is not the best one. Although it serves as good guideline for shaping the central idea of good and moral advertising. It will serve as a platform for comparing other advertisements to the general moral one. Of course there might be several cases when Armenian moral values may differ, as the article is written more for western society, but in general, the inclusion of message and techniques that tend to tell the reader about the moral points can be the same for both groups. During the last few years there were several social campaigns that rotated through Armenian media, which had moral messages. Using those in comparison with the article, we can clarify the picture of advertising morality.

### **State Regulation Issues.**

One of the main sources of problems in the advertising market are the issues of harmonic functioning of the state and its policies and laws with the advertising market and its tactics and traditions. Armenia has an independent history of 25 years, and it is obvious that the drastic change from the closed, strictly controlled socialistic state to an independent democratic country would open up large opportunities for people to enter the newly shaped market. This brought to a very large flow of advertisement which was not even controlled by the state. This can be explained as the state and the government were busy with three main issues: Nagorno-Karabakh War, the economic crisis in the country and the consequences of earthquake in Spitak in 1988. Despite these issues, there was still some progress in the state television, although The Public Television Company of Armenia had the major role in the market (Lucas, Randall, Hakobyan 2008). The study that was organized by OSCE office of Yerevan, showed that starting from early 1990's the Public TV Company of Armenia, was the largest television platform in the country, so was the first gate to let the advertisement in. At that time the main laws were left from the Soviet Union and there was no law on advertising, it was first drafted in 1994 and ratified in

1996. Unfortunately, by that time the advertising culture was set up in a very wrong way.

Besides the problem of the advertisements being unethical or immoral, there were alcohol and cigarette commercials airing on TV during an active consumer time (17:00-21:00).

During the next years the TV sphere kept developing, and it eventually brought to the expansion of airtime, and so to the larger flow of advertisements. So, according to Armen Sargsyan's 2003 research of advertising volume of Armenian TV, the exact volume was defined by the independent ad agents and specialists. This was an issue as the state did not have a direct access to the advertising. On the other hand, the specialists would have more information and would probably analyze everything better. After a detailed analysis of Armenian television, the results showed that in 2003, the volume of advertising increased by 10-15%, compared to 2002, and this was a massive change for a 12-month period (Sargsyan 2003). At the same time, as some cable TV companies appeared and dozens of Russian or other foreign rebroadcasted channels entered the market, with their own ads. The problem was that some of those ads were controversy the Armenian law, but the government cannot do anything as those were satellite or cable channels and did not have any legal formulation in Armenia. The prices kept growing along with the volume (Sargsyan 2003). And with all this changes in the market, the demand on advertising kept growing.

During time the state representatives realized that it will be sufficient to take the sphere of advertising under a strict control. So the law was ratified in 1996, but there were official changes made since 2002 up to 2016. As of today the law has clearly mentioned points that indicate the limits of advertisers. The law, now mentions what can be called unscrupulous advertising. This law served as a good start for the government services to start taxing and controlling the advertising. One of the multiple positive sides of the law is that I can use it as a "rubric" to

analyze the advertisements that I chose. The law is being improved every year and along with the changes, better offers for the progress of the advertising market come up.

## **STATEMENT OF RESEARCH QUESTIONS**

### **Research Question 1: Does advertising influence the behavior and lexicon of Armenians?**

One of the main aims of my study is to find the answer to this question. It is the cornerstone of my entire project as it serves as the basis for my main argument. Another important point is to not only find the answer for this question but also analyze it from the point of view of the problem. My entire research will be dedicated to the interpretation of this question.

### **Research Question 2: How does the process of advertising influence take place?**

This question gives me a chance to collect supporting data to answer the first one. Answering this question will mean to find a better way to answer the first one. This question mostly relates to the practical part of my research, where I will collect data by conducting interviews, surveys and observations. When I find out how the process of influence takes place, it will become easier to separate my main arguments on the issues regarding the government policies and the television consumers.

## **METHODOLOGY**

My study has several branches; therefore, it requires dealing with various people, analyzing different age and social groups. There are several research methods that I am going to apply in my study. I will use both qualitative and quantitative methods.

### **Data Collection.**

I am going to collect data about advertising in Armenia; statistics will be a major part of it. The first major source is internet, mainly studies and scholarly projects that I will get from Google Scholar and other available online databases. This is very helpful and flexible, as it saves time. Although with all the available resources on the internet, I will also need some books and journals, which I am going to find at the state libraries and academic libraries of the American University of Armenia, Yerevan State University and Russian-Armenian University. There are various works available at these institutions. The main statistical data about the advertising volume on television in the past years will be collected from archives of several television and broadcasting companies, and will be presented in the study. I am going to request materials from Pan-Armenian Media Group, which includes the most highly rated TV companies in Armenia: Armenia TV, ATV. The next two are State Public Television Company of Armenia and Kentron

TV Company. I have already analyzed the policies of these companies and the materials that I am going to ask for (the volume and frequency of ads during the 24-hour period, since 2000 to 2015), are not confidential, and I will be granted an access to those. If there is a problem with access, I will use the data from Armenian Statistics Service, which provides the statistical data upon request. The main problem with the last one is that I will not have the exact data for each broadcaster.

### **Surveys & Interviews.**

At the same time, the main work on having correct picture about the main topic of research are the surveys and interviews will be conducted. The main groups that I am going to interview are television consumers aged 10-14, 18-22, 25 and above (25-35). The process of selection will be random. Firstly, I will look for people from my own contact circles, asking friends and classmates. If the wanted number of participants will not be reached, I will post announcements and notifications in social networks and will ask the student clubs and communities to let their fellow know. Using the same method, I will also post short surveys, about the famous advertisements, which will ask the participants what kind of Armenian advertisements do they remember, or if there are any famous phrases that they can recall. The representatives of each group are going to be interviewed, and asked to answer questions mostly on their TV preferences, advertisements, their ideas, thoughts and reactions on advertisings. Then, they will be asked to watch a couple of videos (ads) airing on Armenian TV since 2000. After all, that they will be asked to write or tell their ideas about the videos. At the same time, I am going to interview several specialists that work in the sphere of TV. Particularly the president of the

National Commission of Television and Radio, Gagik Buniatyan, general producer of Armenia TV Company Ruben Mkhitarian. They were interviewed as representatives of the media sphere.

### **Observation.**

The next step is observation. Observations were conducted in Yerevan, Gyumri and Vanadzor. The main areas of observation include neighborhood yards, schools, universities and public areas, such as parks, restaurants cafes and banks. I have observed children, teenagers of school age, university students and adults older than 25. The main goal was to listen to their conversations and find out if their lexicon was influenced by any of the advertisements. I will just listen to random dialogues and count how many times any phrase or expression is mentioned from any advertisement. I will also count the approximate number of people that used phrases from the ads. At the same time, I will make notes to separate the people who used these phrases the most. After making all the notes I will approach these people and tell about my study. If they agree to join the study and participate in it I will ask them to fill out a short online questionnaire (if no internet, I will provide paper based one) which will mostly contain questions about their impression and opinion about Armenian advertisements that air on television, and the time they usually dedicate to watching TV. And the last part will be the section, where they will mention the most popular TV channels that they prefer. This will help me to compare the collected data with the volume of advertising on the channels. With all this, I will conduct my research and will try to find out the solution.

## FINDINGS & ANALYSIS

For this case there are various perspectives of approach. Firstly, we have to understand that if there is a conflicting issue, it means that each side has its own participation in a unique way. Advertising's flow into television is surely controlled by the government but still, Armenian law is not accurate enough to establish concrete frames for the advertising. This problem can be described by analyzing the legal history of independent Armenia. Our laws are based on the foreign laws, and are circulating with minor changes. For example, the Article 6 of the Law on Advertising of the Republic of Armenia states.

*“Advertising is prohibited and is considered to be illegal if it is carried out by means of: a) taking advantage of people's trust, their lack of experience or knowledge; b) discrediting the consumers that don't use the advertised goods; c) making use of prejudice and superstitions; d) using expressions, discrediting a competitor or a group of competitors, as well as the characteristic features of the produced and sold merchandise, or improper comparisons with other legal or physical persons and goods; e) using information not corresponding to the real demands of the goods; f) appealing people for violence, aggression, panic, as well as violation of conventional norms of morality; g) using appeals and argumentation directed towards the environment; h) using appeals and argumentation, calling for activities threatening the life,*

*health and the safety of a consumer; i) using a project, a text, advertising formulas, illustrations, music and sound effects and other means to mislead consumers.”*

And at the same time the Article 8 tells:

*“Appropriateness of advertising An advertisement is banned if it violates the appropriateness of advertising, namely: a) if it discredits the conventional and national norms of morality; b) if it contains insulting phrases, comparisons and images with regard to the race, nationality, profession or social background, age group or sex, language, religious or other beliefs; c) if it directly or indirectly discredits state symbols (emblem, flag, hymn, currency notes, etc) or expresses disrespectful attitude towards them; d) if it discredits legal or physical entities, as well as the industrial, commercial or other activities, profession, assortment, etc.”*

The fact is that during the last 15 years many advertisements were aired without accordance to this law. Right now it is very hard to find the copies of the specific videos that aired back then. Although during the interview with Gagik Buniatyan, the president of The Commission of Radio and Television of the Republic of Armenia, some useful statements were clarified. Firstly, the advertising market of Armenia in late 1990s and early 2000s was very mixed and the government did not have any true control over all the commercial announcements that were airing both on TV and radio. This was because of the general economic condition in the country. At the same time, on the other hand this was the period when many state bodies were corrupted. This was the hardest part, almost everyone was bribing and taking bribes in any sphere of government. This actually brought to a worse issue. The problem was that it was the exact time when the law on advertising started to get a shape. And after that evolution we got to the point of

already evolved problem. Today the advertisers are making advertising by following every single point in the law. The issue is in a totally different thing. The problem is that changing the law is not an easy thing and when the law was written, many important things were not taken into account and nowadays it can be shown easily. For example, we have an advertisement which is full of jargon or meaningless information but it does not contradict the law. So, it becomes a two-step combination which means that the advertisers prepare the material, which is actually full of problems, but the law itself has nothing to do with it. So this way hundreds of commercials air by TV and radio each day. G. Buniatyan explains that the state has to conduct the procedure and make sure that the advertisement stands in accordance to the law and the rubrics accepted by the government. Basically they do not have right to analyze the material from a different perspective, and it all becomes a matter of standard bureaucracy. Almost the same problem is in the case with TV companies. If we view the TV companies as gatekeepers of the flow of information and especially the advertising, we can conclude that it is a vitally important point. According to the measurements of National Commission of Radio and Television of Armenia, almost 68% of the population of Armenia are regular TV consumers. This is measured by almost 500 people-meters located in random families of Armenia. The families are of random descent, location and income. So this means that nearly 68% of the population of Armenia are regularly watching different advertisements of TV. If we see the airing volume of advertisements, we can count that during a daytime (09:00-21:00) the TV users watch nearly 200 minutes of pure commercial advertising.

The next interviewee was the General Producer of Armenia TV Company, Ruben Mkhitarian. Armenia TV is the leading tele-broadcasting company of Armenia and simultaneously is a part of Pan-Armenian Media Group which is the largest media holding in Armenia. This means that

this TV has a stable and comparatively a very large audience of different ages. The main questions were about the advertising on TV. Ruben Mhitarian answered to all the questions. The first comment was about the general advertising policies that TV adopts. Mkhitarian's main point was that today TV's number one source of income is the advertisement and it is not a secret. And the most interesting part is that almost all TV companies of Armenia do not have any strict policies that regulate the particular advertisements that are going to be aired by their channel. Basically who pays more gets more. However, TVs do not care about the advertisement's quality and content. As soon as it is approved by the commission TV has right to air it. Surely there are some exceptions when the advertisement is evidently problematic and might affect the rating of the TV Company, but this cases happen once in 5 or 6 years.

Observations.

During the study I conducted various observations to find out how the advertisements affect people's lexicon and general usage of jargon. This was the only way to really understand everything and observations were done during 2 weeks, both on workdays and weekends among people of the age 13/14 up to 30. The observations were done in Yerevan and Regions, particularly Vanadzor, Gyumri and Masis. The goal was to make clarifications on practical basis and find out how many times people of different age groups use phrases from advertisements. For the first basis I took one of the most popular ads running on Armenian TV and radios, which is the ad of "Supershakti" lottery. It is a song sang in Indian movie style. The main character sings about how he earns 100.000 Armenian Drams each week. The observation conducted in one of the neighborhood yards of Malatia-Sebastia district of Yerevan showed that children quite frequently use phrases from this song in their conversations. I observed children of age 10-14 approximately, playing in the yard, for exact 60 minutes. And during 60 minutes the usage of

phrases “Սուպերշաբթի ես գնեցի” (Supershabti es gnetsi, translated: I bought Supershabti) and “Ամեն շաբաթ, ամեն շաբաթ 100,000” (Amen shabat, amen shabat 100.000, translated: Every week, every week 100.000) was registered 22 and 31 times accordingly. This means that the majority of the mas at least watched the ad and even borrowed some of the phrases. So, this ad is being aired on Armenia TV, ATV, Yerkir Media TV, Kentron TV. This means that the ad is running on the major portals of Armenian television which guaranteed that many people will definitely see it. More about the ad. It is not against the law, although it has misleading message. During an interview about the ad, I asked 50 people of young age (14-16) and 25 people of older age (35-50) to try to explain the message that they have learnt from the ad. 57% of the responses were, - “They have a jackpot of 100.000 Drams each week which you can win”. Basically it is true the policy of the lottery states that each winner will receive 100.000 drams each week for a year, which means the budget of the winner is 5.200.000 AMD. However, this means that you can win the jackpot once, and you do not have to buy lotteries for weekly basis. So, for the age group of younger adults (high school and university students), the observation shows different results. The observation was conducted in American University of Armenia and Yerevan State University, at a day time (13:30-14:30). During 60 minutes, in an average busy area of the university the phrases were registered 4 times in American University of Armenia and 9 times at Yerevan State University. There is an obvious conclusion that adults use the phrases less than children. The next result of observation showed the following. It was conducted in Yerevan, particularly at Northern Avenue, Republic Square, Opera and Ballet Theatre territory and Cascade during the evening (19:00-21:00). The phrases mentioned above were registered among adults (30+). The result is 3. Only 3 times the phrase was registered. The results in the region were a little different. In the city of Masis, in Ararat region of Armenia, the observation was

taken in the primary school number 3 among the students of the age 10-15. The time limit was again 60 minutes. The observation took place at daytime (11:30-12:30) at a school. During the 60 minutes' observation at the school yard and busy school areas the usage of the phrase/s was registered at least 14 times. The young adults used the phrase 6 times and the 30+ group only 2 times. And again, the regions show the same logic, the main "digesters" of the message are the children. Observations in Vanadzor were held in one of the neighborhood yards, with the children of age 10-14, again for 60 minutes. The usage of the phrase/s was registered at least 22 times in 60 minutes. The observation of young adults was done in the central part of the city (Tigran Mets Avenue, Vanadzor Central Square) and the result is very unexpected. During 60 minutes (18:00-19:00) the phrase was heard 18 times. And the same phrase among adults of the age more than 30 years old was registered 4 times. The same observation was done in Gyumri. Again for the age group of 10-14 years old a neighborhood yard was chosen. During one hour (13:00-14:00) of observation the phrase/s was registered 17 times. Among the groups of young adults, the phrase was heard 5 times during one hour. The observation was done in the square of Gyumri and Ryzhkov boulevard at evening (16:30-19:30). The same observation with the age group of 30+ gave a result of 2 times in one hour. The next and final observation was done in Gyumri-Yerevan train. During one hour (19:30-20:30) the phrase/s was registered at least 6 times. Besides the observation group there were 21 people seating in the car (7 children, 4 young adults/teenagers, 10 adults). Nearly 4 out of 6 times, children were using the phrase. So here there is one general conclusion: the advertisement affected the lexicon and communication habits of children in majority of the cases. The young adults and adults were also affected by the ad, however taking the fact into account, that their speaking manners, lexicon and most importantly the vocabulary is comparatively developed it was a normal feedback. As a case study based on

this particular advertisement we can assume that it affected the lexicon and communication habits of at least 50 out of random 100 children, at least 25 out of random young adults and at least 10 out of 100 adults.

After this we can make a simple assumption that this ad had its most influence on children, which is not really normal. It is not an ad of a juice, sweets or a toy, it is a lottery ad. And the fact that the most affected or we may say influenced segment of the audience is the children of the age 12-16, is very dissatisfying. Is it a planned action or just unforeseen result and consequence? This is a common practice when advertisers try to input the message in such a unique way that children become the first receivers of information wave. (Ullah 2015) Back in 2007 Armenian sweets producer Daroink launched an ad where a cartoon bear was singing about corn sticks. The song is short and catchy. Surely the ad was targeted to children, but it had a different effect. As a result of successful advertising, the children loved the song so much that started singing it almost all day long. This eventually brought to a point when parents started buying those sticks for their children as they loved how the kids are getting happy with this song. This data was collected via conducting short interviews with people who had children of age 7-10 in the years of 2007-2009. In total 20 parents participated in the interview. They were asked if their kid/s has ever sung that song, and if the kid/s enjoyed the ad watching every time. 14 out of 20 parents answered yes and confirmed that they bought sweet corn sticks for their children after that commercial. After that I asked several people of age 19-22 to see if they remember this ad. 20 out of 20 people remember this ad and claim that would definitely buy some of those again. This is a proof that the ad can work out better when children receive the main message. However, stating that the lottery company targeted children for their campaign is not right too. So we have case when advertisement became not only a successful campaigning tool but also left

a massive impression on different generations, simultaneously not losing its effect after more than 10 years. After analyzing the data, we can conclude that the ad of lottery surely has an effect on people. The functioning counter argument would be the fact that it is a totally new one and we may need time to see its long term influence. The ad of the sweet corn sticks is a bright example of a long lasting effect of an ad. However, did the lottery advertisers intend to target children by their song? The calculations show that children have used the phrases from this ad the most.

## **LIMITATIONS**

Methodological Limitations.

Although the research process went quite successful there are some difficulties that should be mentioned. At first, the study was about the advertising field and its effects in Armenia. The problem is that there is not enough literature and study work done about such issues particularly in Armenia. That is why acquiring data from studies or journals was almost impossible. At the same time several state institutions did not maintain any information or statistics about the market or any procedures that take place in the sphere of advertising in Armenia. Therefore, the information had to be collected from private instructions or organizations which created artificial difficulties.

Finding volunteers for interviews had its problems too. It is quite usual that people, especially

over 30 do not agree to participate in interviews and share their knowledge and opinion about certain things.

#### Research Limitations.

The main problem with my research was connected to logistics. As I had to do observations in the regions the transportation would sometimes be not flexible. At the same time the university schedule was uncomfortable too. There are 4 classes besides the capstone course, and all of them have their own assignments and exams. This sometimes conflicts with the working time for the thesis.