

**THE EFFECT OF MISLEADING AND JARGON-CONTAINING TV  
ADVERTISEMENTS ON HABITS AND LEXICON OF VARIOUS AGE GROUPS  
IN ARMENIA**

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# INTRODUCTION

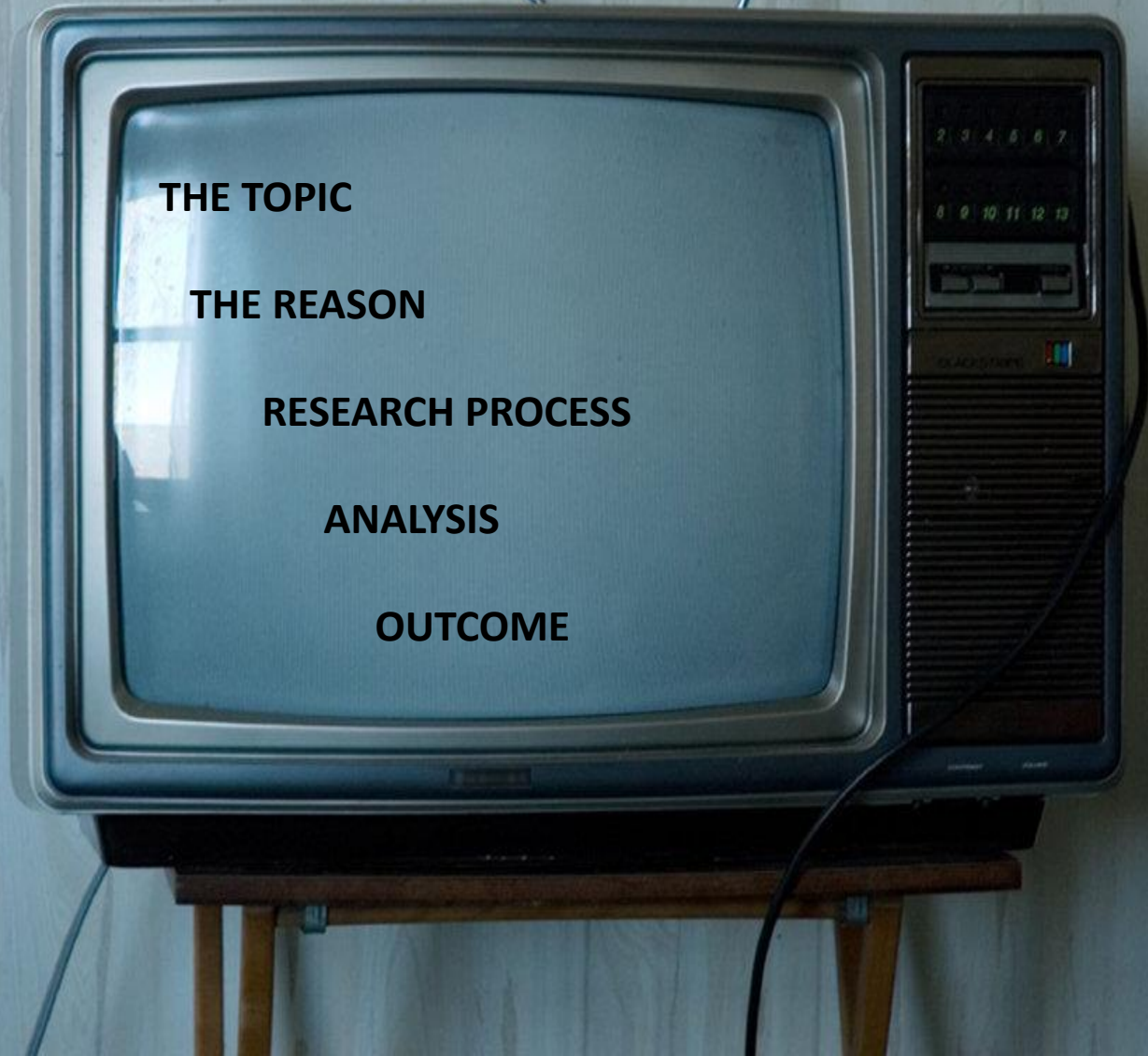
**THE TOPIC**

**THE REASON**

**RESEARCH PROCESS**

**ANALYSIS**

**OUTCOME**



# WHY THIS TOPIC?

**ALMOST NO RESEARCHES DONE  
BEFORE**

**THE PROBLEM IS GETTING MORE  
SERIOUS**

**STATE REGULATIONS ARE WEAK**

**MORE CONTROL NEEDED**

**SAMPLE FOR FUTURE SCHOLARS**

# RESEARCH PROCESS

**ANALYSIS OF DATA**

**INTERVIEWS**

**MATERIAL ANALYSIS**

**FINDING RECORDS IN ARCHIVES**

**CONTACTING SPECIALISTS**



# RESEARCH PROCESS

**OBSERVATIONS**

**SELF TESTING**

**CALCULATIONS**

**LOOKING FOR ALTERNATIVE SOURCES**



# OUTCOME

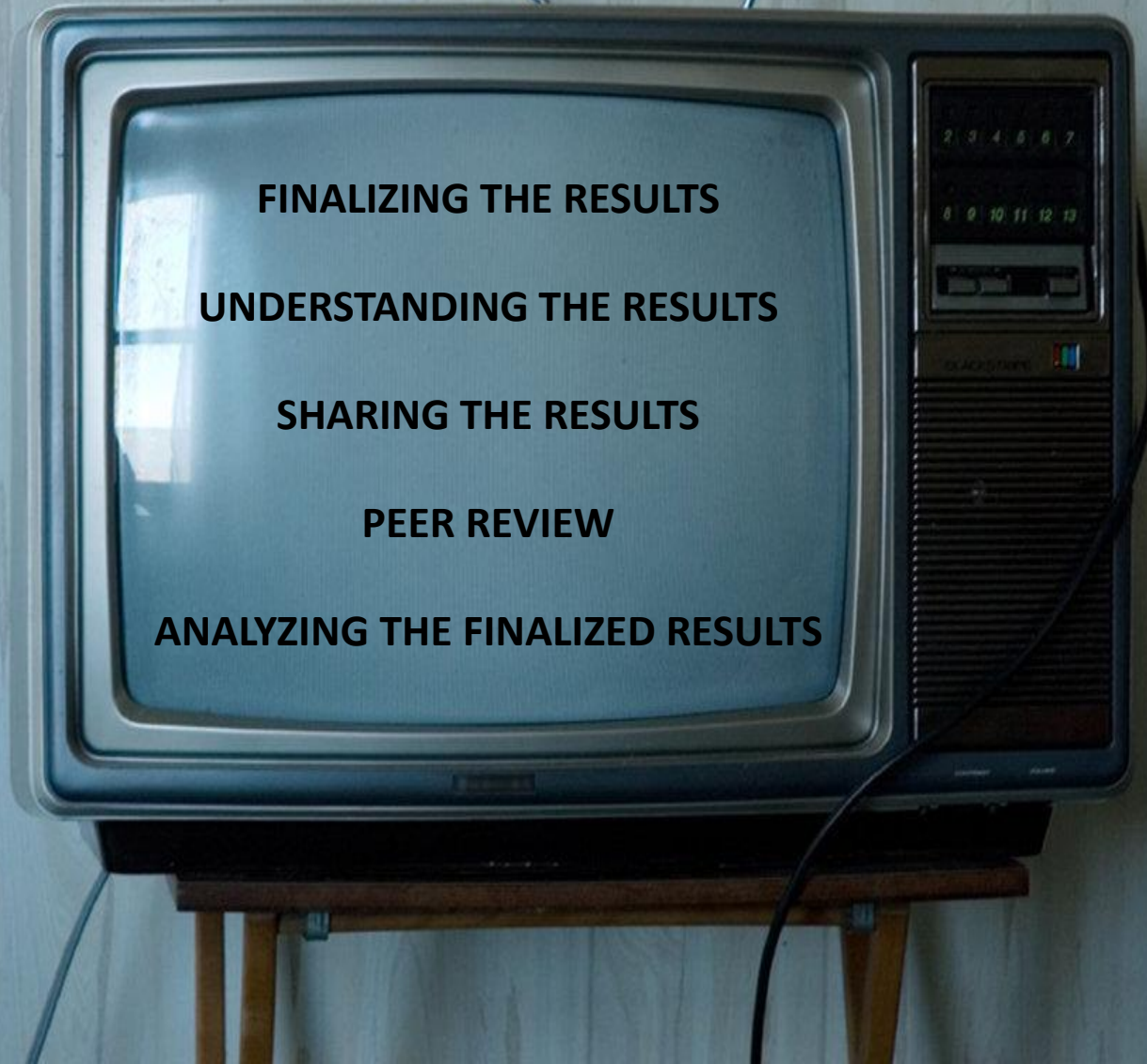
**FINALIZING THE RESULTS**

**UNDERSTANDING THE RESULTS**

**SHARING THE RESULTS**

**PEER REVIEW**

**ANALYZING THE FINALIZED RESULTS**



# CONCLUSION

**MORE RESEARCH NEEDED**

**MORE SOURCES NEEDED**

**MEDIA LITERACY LEVEL IS LOW**

**GOVERNMENTAL CONTROL SHOULD BE  
MORE STRICT**

**ARCHIVE FOR ADS SHOULD BE  
DEVELOPED**

# THE END

THANKS FOR ATTENTION

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