## **ACKNOWLEDGEMENTS**

I have been fortunate to have the supervision of my guide Dr Uma Joshi throughout the study. With high regards, I express my sincere gratitude to her for her expert guidance and scrupulous attention. Her intellectual potency and personal enthusiasm instilled confidence in me to face the challenges of different phases of research. Indeed, with her strong support on each step the present study could be accomplished.

I am thankful to Prof. Anupama Shah, for her indefatigable concern and constant encouragement during the study and also for constructive suggestions provided by her at the time of validation of research tools.

Genuine thanks are also due for Prof. Kalpana Parlikar for her expert suggestions while validating the research tools.

I am thankful to all the other experts from the Departments of Extension and Communication, and Human Development & Family Studies, Faculty of Home Science, M.S university, Baroda for some imperative suggestions during the course of validation of the research tools.

I am extremely thankful to British library, Bhopal; Jamnalal Bajaj Institute of Management, Mumbai; SNDT University, Juhu Campus & Church gate, Mumbai; Xavier's Institute of Mass Communication, Mumbai; Tata Institute of Social Science, Mumbai, for permitting me to avail their library amenities.

I am inestimably grateful to Dr Sharon Beder, Associate Professor, Head of Science, Technology & Society Program, University of Wollongong, NSW, Australia; Dr Nancy Galambos, Professor, Department of Psychology, University of Victoria, Canada; Kristen Ritchie, Information Services Section, National Library of Australia, Canberra, Australia; Patti Miller, Director, Children & the Media Program, 'Children Now' Oakland, USA; Dr Eliot R. Smith and Dr Barrington Brennen, USA, for sending research reports, articles, periodicals and booklets etc. to me and advising me important websites and online links related to television and advertising. I am thankful to every one of them for their willingness in helping and corresponding with me through Internet.

I especially want to express my appreciation for the cooperation of the principals of the schools selected for the study from Baroda city of Gujarat for permitting me to collect data from the students of their schools.

I am extremely appreciative to all the respondents of the present study for their serenity and sincere cooperation in responding to the lengthened research questionnaire. I put into words my sincere thanks to Mr. K.K.Bansal for patiently computing the huge data.

I am extremely grateful to my parents for their constant support. I specially owe a lot to the conscientious efforts of my Mother as she smoothed the way for me to strive for achievements in academic life. With her moral support, inspiration and spiritual guidance I could be able to face the challenges of the arduous research schedules.

I acknowledge with gratitude the support, concern, care and motivation, I obtained from my aunt, Dr. Nirmala. Bhatia through out the course of study.

Ritu Bhatia.