

## **ABSTRACT**

### **TITLE:**

A study on the effects of media on selection of clothing by house-wives (home-makers), mothers of teenage girls in R.L.A.K. Govt. College of Home Economics.

### **BACKGROUND:**

Today in the modern age of technology there are many kinds of communication through advertisement that, show & tell that how one can select personal clothing according to their desires. There was a need to conduct a research to find out that which type of technology is more influencing in choice of clothing.

### **OBJECTIVE:**

To study the effects of media on selection of clothing by house wives (home makers), mothers of teenage girls in the college of home economics.

### **METHODOLOGY:**

Area of Gulshan-e-Iqbal town was selected for data collection. Questionnaire was designed as a data collecting tool.

### **RESULT:**

The findings of research study was 100% & majority of house wives follow print media for their selection of clothing and magazines are the most important print medium in selection of their clothing.

### **CONCLUSION:**

It is concluded with this research that nowadays print media plays more effective role than broadcast media in the selection by house wives (home makers).