

# The digital age for elementary children on african art - thesis proposal example

[Business](#), [Marketing](#)



## **The Digital Age for Elementary Children on African Art**

The paper "The Digital Age for Elementary Children on African Art" is a good example of a thesis proposal on marketing. Today's digital age has been greatly influencing the children in the different parts of the world. This is basically the reason why most companies now consider the youth especially the children aging from 6-12 years old in introducing their services to the public. Significantly, there are companies that are established to primarily cater to the needs of children like Disney, Nickelodeon, and Africa Access. Worthy to mention, these companies are seen as an effective tool in not just educating the children about the established and known arts and cultures in the world but also an instrument to bring in the national identities of certain nations. In this sense, it is proposed that utilizing the untapped potential of digital media can be an effective and interactive strategy for American children to know African arts. Disney and Nickelodeon are already internationally recognized as child-friendly companies offering services through the media (Jackson 1996, 50). It is observed that majority of the children who watched their programs are being affected by the western concepts of art, music, and culture (Salamone V. and Salamone F. 1999, 85). In fact, these two companies are present in all the major continents of the globe. Also, their services have been supported by educational institutions and affirmatively evaluated through independent studies. Conversely, they are not just known for their television shows but also for their brand logo viable in the manufacturing industry for clothing, toys and even for books. In addition, to assure a wide coverage for interactive learning, these companies are also available online. In other words, branding the identity of these two

companies vary from non-printed materials to printed ones. However, the business strategy employed by these companies ranging from promotions, packages, vehicles, advertising, and uniforms will be of no availing without the children patronizing its identity. To encapsulate, media as an effective tool for transmitting information across boundaries can practically be used as a way to introduce the other side of the world.