

# Remarking An Analisation

## The Influence of Children Centric Programmes on Television: A Boom or a Curse



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### Abstract

Television was introduced in India half decade ago. Television as one of the electronic media can be found in most of the Indian homes. In the family, television viewing continues to be a family or group activity. Television is perceived as a means of passing time, passive pleasure and recreation of the whole family. Television has become a way of life. The term “children centric” refers to television programme in which attempts are made to draw viewers’ attention through child’s emotional appeal. The parent’s liberal attitude in letting their children choose children centric programmes on television on their own has an impact on their development. Television viewing influences children in direct proportion to both time spent in viewing and the impact of what is viewed. The influence of child centric programme on children has been the concern for the parents, educators, health care professionals and researchers. The present paper discusses in detail about the influence of children centric programmes telecasted on television. Now a days electronic media is easily and more accessible for the children these days. The development programmes like Balveer, Dora the Explorer, Chota Bheem, etc., assist in refining their value system, decision power. At the same time some of the programmes impose negative values in children like, violent solutions to problems, mean behavior, dominance, stubbornness and indiscipline. Children centric programme limits children’s time for vital activities such as playing, reading, learning to talk, spending time with peers and family, story-telling, participating in regular exercise, developing other necessary physical, mental and social skills, imaginative play for primary-school children and the leisure reading that promotes literacy. The researchers have confirmed that, the kids who watch educational and non-violent children’s shows do better on reading and mathematical tests than those who do not watch these shows. It is also found that, Children who watch ‘just funny’ cartoons, are more likely to hit out at their playmates, argue, disobey class rules, leave tasks unfinished and less willing to wait for things.

**Keywords:** Children, Programmes, Television, Boom, Curse.

### Introduction

Television was introduced in India half decade ago. The policy maker decided to “wait and watch” before introducing television. The top leaders thought television was luxury for a poor country like India. “At the time of its introduction, the policy makers made it very clear that television was meant for schools and rural viewers”. (Agrawal,1987).

Children Television Project was initiated in 1961. It was beginning of children’s television in the country. Television as one of the electronic media can be found in most of the Indian homes. In the family, television viewing continues to be a family or group activity. Television is perceived as a means of passing time, passive pleasure and recreation of the whole family. Television has become a way of life.

### Aim of the Study

The paper aim at the influence of children centric programmes telecasted on television.

### Children Centric Programmes

The term “children centric” refers to television programme in which attempts are made to draw viewers’ attention through child’s emotional appeal. The parent’s liberal attitude in allowing their children choose children centric programmes on television on their own has an impact on their development. Television viewing influences children in direct

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proportion to both time spent in viewing and the impact of what is viewed. The influence of child centric programme on children has been the concern for the parents, educators, health care professionals and researchers. The present paper discusses in detail about the influence of children centric programmes telecasted on television. Now a days electronic media is easy and more accessible for the children these days.

## Children Centric Programmes on Television: a Boom

Out of 400 television channels only about a dozen are exclusive children's television channels, that too of foreign origin and language. These channels bring with them ethos, values and visuals unknown to the Indian children.

Within the country the other important telecast for children is Gyan Darshan – an educational television channel fully supported by Ministry of Human Resource Development (MHRD) government of India. Gyan Darshan channel telecast about two hours children's programmes for primary, secondary and higher secondary school children (Agraval, 2009).

A child centric programme on Television (TV) has its good side. It can be entertaining, educational and can open up new worlds for kids, giving them a chance to travel the globe, learn about different cultures and gain exposure to ideas they may never encounter in their own community. Shows with a social message can have a positive effect on kids' behavior; programs with positive role models can influence viewers to make positive lifestyle changes (afaqs, 2012).

The child Centric programmes like Balveer, Dora the Explorer, Chota Bheem, etc., assist in refining their value system and decision power. The researchers have confirmed that, the kids who watch educational and non-violent children's shows do better on reading and mathematical tests than those who do not watch these shows (Rebecca, 2003).

Children centric programmes on television in moderation can be a good thing: Preschoolers can get help learning the alphabet on public television, primary level can learn about wildlife on nature shows. No doubt about — children centric programmes on television can be an excellent educator and entertainer.

## Children Centric Programmes on Television: a Curse

Children centric programmes on television limits children's time for vital activities such as playing, reading, learning to talk, spending time with peers and family, story-telling, participating in regular exercise, developing other necessary physical, mental and social skills, imaginative play for primary-school children and the leisure reading that promotes literacy.

Excessive Television viewing can contribute to risky behavior, behavior problems, poor grades in school, sleep problems and obesity in children.

Children centric programmes on television viewing is probably replacing activities in your child's life that you would rather have them do, things like

playing with friends, being physically active, getting fresh air and doing homework.

Despite the advantages of children centric programmes, too much television can be detrimental: Children who consistently spend more than 4 hours per day watching television are more likely to be overweight (Dowshen, 2012).

In addition, children centric programmes on television can discourage and replace reading. Kids from families that have the television on a lot spend less time reading and being read to and are less likely to be able to read (American Psychological Association, 1999).

Kids who spend more time watching children centric programmes on television both with and without parents and sibling's present children spend less time interacting with family members.

Two-thirds of all children centric programmes contain violence. Programs designed for children more often contain violence than adult television. Most violent acts go unpunished on television and are often accompanied by humor.

Many shows glamorize violence. The consequences of human suffering and loss are rarely depicted. They often promote violent acts as a fun and effective way to get what you want, without consequences.

Children imitate the violence they see on children centric programmes on television. Children cannot tell the difference between reality and fantasy, making them more vulnerable to learning from and adopting as reality the violence they see on Children Centric Programmes on Television (Boyse, 2010).

Many children shows are filled with stereotypes, violent solutions to problems and mean behavior. It is also found that, Children who watch 'just funny' cartoons, are more likely to hit out at their playmates, argue, disobey class rules, leave tasks unfinished, less willing to wait for things, likely to show aggressive behavior and fear of something bad will happen to them (American Psychological Association, 1999).

The first 2 - 4 years of child's life are considered a critical time for brain development. children centric programmes on television can get in the way of exploring, playing and interacting with parents and others, which encourages learning healthy physical and social development (Paediatr Child Health, 2003).

## Teaching Good Television Habits

1. Limit the number of TV-watching hours.
2. Keep Television out of bedrooms.
3. Turn the TV off during meals and TV while doing homework.  
Preview programs before your kids watch them.
1. Come up with a family TV schedule and watch it together.
2. Offer fun alternatives to television like outdoor games, toys, books and board games (Dowshen, 2011).

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## Conclusion

Children centric programmes on television are entertaining to watch, educational for child to learn and can open up new worlds for the children. One can say television can be an excellent educator and entertainer for the children. Children centric programmes on television are considered to have negative impacts on children's health and increased aggressive behaviors. Children's cognitive development including reading comprehension, math ability, memory for digit span, problem-solving,

vocabulary size, attention were also been affected by children centric television programmes.

## References

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