

# **TV & Media Literacy Skills for Parents to Teach Children**



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# Agenda

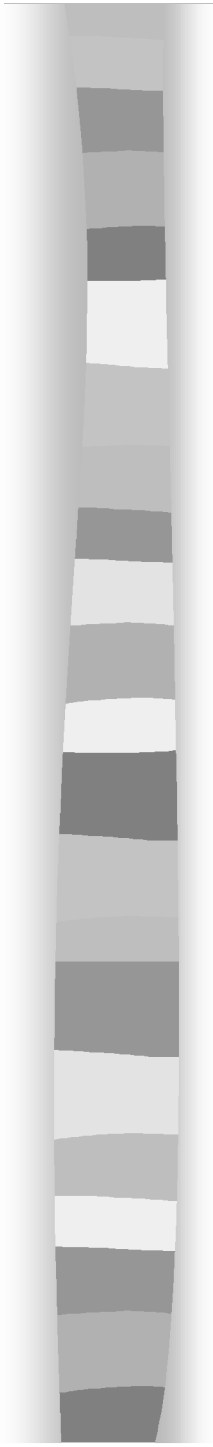
- n Facts about children's TV Usage
- n Media literacy skills
- n Demonstration and practice with video clips



# Electronic media are powerful

Every week, the average American child:

- n Spends 63 hours on screen time
- n Has seen 4000 hours of TV by the time they enter kindergarten - “back seat viewers”

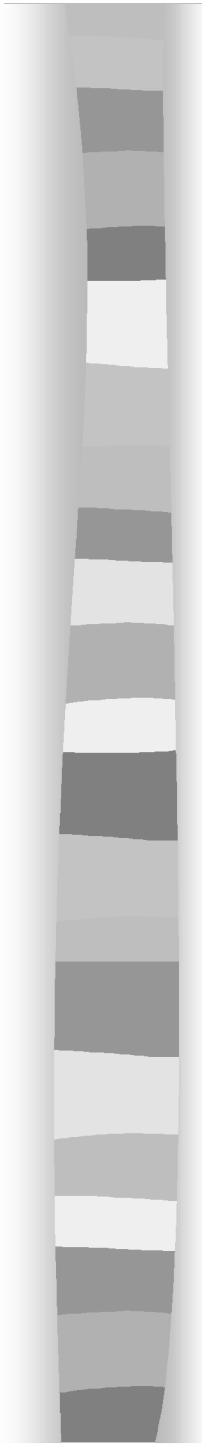
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- n 65% of school age children have TV sets in their bedrooms
  - n 66% of Americans watch TV while eating dinner
  - n TV violence and sex are becoming increasingly explicit & pervasive



## 2 major concerns

TV / video games:

- n Steal mega-time from other important activities
- n Content of images, stories, video games, commercials



# Major consequences of violent program & game content & screen time:

- n Increased propensity for aggression
- n Increased desensitization
- n Increased fear - “mean world syndrome”



# Electronic media teaches

- n **What are children exposed to with video game & TV images/stories/commercials?**
  - **how to be a girl, a boy (gender roles)**
  - **what a hero is like (& a villain)**
  - **what people should look like**
  - **to be a good consumer (what foods are good to eat, what toys to buy)**
  - **what stories to act out, replacing creative fantasy**
  - **how adults behave, what the world is like, etc., etc.**
  - **the values of the media designers**



n **Disrespect, cynicism**

n **“Whoever tells the stories  
defines the culture.”**

(David Walsh, Ph.D., Media  
Spokesperson for the American Medical  
Association)



# Electronic media affects children

- n Correlations between TV viewing and
  - 2 school achievement
  - 2 racial stereotyping
  - 2 sex role stereotyping
  - 2 earlier onset of sexual activity
  - 2 alcohol and tobacco use
  - 2 childhood obesity



**“Although media violence is not the only cause of violence in American society, it is the single most easily remediable contributing factor.”**

- American Academy of Pediatrics



# What can we do?

- n Help parents understand the issue
- n Talk with the children
- n Promote alternatives
  - 2 more desirable activities
  - 2 more prosocial programs
- n Advocacy
- n Teach children media literacy skills