

# Childrens television programming

Business



The use of mass media has made inroads to homes and schools where children have been exposed to a wide range of media which without doubt impact their growth. The effect of television programs on children has been a subject of researches with many research findings revealing correlation between some vices such as aggression, bad eating habits and vulgar talk with the watching of television (Shaffer and Kipp 110). Given the effect that television programs have on children, it is necessary that children television is programmed bearing in mind of appropriate criterion. This will ensure that children are allowed to view programs with content that will help them grow. To achieve an ideal television programming for children, the television programs meant for children should be able to entertain and advance them socially, physically and mentally, provide children with opportunity of expressing themselves as their culture calls for, and avoid presenting sex and violence.

Childhood is a critical stage of growth that calls for a lot of care so as to enable children to grow up in the desired way. Children learn by observing others and emulating the adults or even other children who they pattern after. As argued by Ebert and Kerns, children grow by observing attitudes culture and other elements from the environment around them (p. 18). It is therefore necessary that children be allowed to view television programs that not only provide them with entertainment but allow them to advance physically, mentally and socially. If this quality is present in television programs, children are bound to grow in well-rounded individuals.

While coming up with television programs for children, it is necessary to ensure programs aired for children allow them to express themselves in a

manner that affirm their culture and identity (Lemish 21). Building on this quality, an ideal program should be able to allow children regardless of their culture to hear and see content that will facilitate their expression according to their expectation. This attribute if adhered to will remove television program that distort how children express themselves particularly when it comes to reflecting their culture. Nevertheless, if this attribute is met by television programs, children will be influenced to pattern and express themselves in accordance to their community and place. While it may seem that violence in television programs have no effect on children, research correlates violence with aggressiveness (Shaffer and Kipp 20). With this understanding that television programs with violence or sex scenes affect children negatively, it is essential that programs meant for children should avoid any of these elements.

In this way, it is more likely that children will learn to live with other children and adult in an appropriate manner. In contrast, lack of this quality in television programs will produce effect on children making them to have either poor morals or aggressive character. In the end, such programs will produce children who cannot fit into the society owing to their nature and characters. Without doubt, it is evident that television program have significant impact on the growth of children. Coupled by the fact that children spend more time watching television, it is needful to air television programs that will promote the wellbeing of the children by allowing them to grow up well.

To achieve this, television programs for children should be free from sex or violent scenes, have content that will influence children to conform to their

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community and culture and advance their development in all facets of life. While such qualities are in current television programs, it is necessary that their achievement is identified as a priority.