

Awareness movie
solving educational
behaviors problem in
intermediate schools
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Awareness movie Solving Educational behaviors problem in intermediate schools by using 2d animation

Thesis Proposal Awareness movie Solving Educational behaviors problem in intermediate schools by using 2d animation Introduction and statement of the problem

In Saudi Arabia, students in the intermediate school have educational behavioral problems, which negatively affect their class performance. For example, most intermediate school teenagers spend most time watching youtube movies and computer games and they spend little time reading. These movies influence them into smoking, alcoholism and sexual behaviors that do not allow them to concentrate in class. The stakeholders have taken no useful measures to prevent this problem apart from reprimanding youths against these movies and youtube site. This leads to high rate of school drop out, poor performance and thereby overall low literacy level in Saudi Arabia. In essence, if the wrong educational behaviors among students can be dealt with, students will be saved from bad influence. There are some of the educational malpractices that can be alleviated through animation and youtube movies as a tool of demonstration where students are left to make their own conclusions.

The objectives of the research will be

1. To establish how animation and other youtube movies contribute in educating teenagers on behavior problems
2. To evaluate the way animation and other youtube movies can be used in creating behavioral awareness among teenagers
3. To analyze how animation and other youtube movies can help teenagers

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in solving their behavioral problems and at the same time entertain them

Literature review and the gap

The impact of new media on the third world countries has been debated for long. Boyd and Straubhaar (1985) established that new media such as video cassettes recorders had a significant behavioral influence on youths in the third world countries, and this hypothesis was supported by a study carried out by Greeson and Williams in 1986. In the same line of thought, Zimam (2008) conducted a study on new communication and established that it has impacted on the education of teenagers. Toda and Ezoë (2008) further established that internet on mobile phones had impacted greatly on female students and on the role of parents in guiding the attitudes of their children. With the proven negative impact on teenagers, this literature sets a background for a call for quick sustainable intervention.

On alcohol influence, Sargent et al. (2006) agree that motion pictures encourage schooling teenagers to start drinking early. On smoking and drinking, Dalton et al. (2006), Hanewinkel et al. (2008a) and Hanewinkel et al. (2008b) agree that movie viewing on whatever channel, youtube, cinema and television expose teenagers to smoking and alcohol misuse behavior.

On sexual behavior, mass media is analyzed by Brown et al. (2005), Hawk et al (2006) and Brown et al. (2006), and they contend that movies, music and television as the ones viewed from youtube and other channels influence sexual behavior among teenagers. In another study by Hawk et al. (2006), the researchers agree with findings of Calfin et al (1993) where music and video were found to greatly influence teenagers to test with sex while in school.

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In Saudi Arabia, the impact of video on teenagers, viewed from especially the revolutionarized mobile phones have been carried out by Salawi (2007) and Ahmed (2010) where these have significantly influenced teenagers to unacceptable behaviors while in school. These studies did not significantly differ from the results of a study by A1- Oofy (1986) which found out that video cassettes viewing encouraged unacceptable behavior among teenagers in Saudi Arabia. None of these studies have tried to solve the issue of the school teenagers by using videos and animation pictures to educate, create awareness and at the same time entertaining the teenagers. This study is out to fill that gap by creating a two dimensional animation presentation on youtube where teenagers will interact with conducts and behavior of characters for their own benefit.

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