

IMPACT OF TELEVISION EDUCATIONAL PROGRAM ON CHILDREN

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ABSTRACT: During the last two decades, the possibility of harnessing the power of television to modern instructional technique and dramatic programming for the education of young children has increasingly captured the imagination of planner, educator and large segments of the general public throughout the world. The variety of experiments undertaken in this field geared to widely different educational systems and levels of communication development seems to indicate irreversible trends. They also point to the need for measuring the impact of television on young children notably with respect to the development of cognitive skill, and for developing a cross culture or culture-free approach.

Television viewing among young children has been ongoing issues as it is found to affect their development in various are. The main objective of this study is to know the impact of television educational program on children.

KEYWORDS: - Television viewing, educational program, 7 to 15 year old children, channels, area- Hapur. Methodology: in this study has used the research design is cross sectional study. And the approach of this study is qualitative approach. We will use the primary data of this study. And sampling method of this study is non-probability to choose the purposive type .collective tools of data is survey method through to take the interview of children and their parents.

When I found the result I have seen that children have positive impact of the television educational program. This paper will discuss the issue of television exposure to young children and effects of promoting media literacy

INTRODUCTION

In our country there are many channels which are broadcasting or telecasting the educational program. And they are helping to create the interest of the student and increase the knowledge about the particular subject. Many of the students are not interested to learn through the television program. Now this topic is very important now the days because mass media has been take the very powerful impact of the society.

Many educational programs we are introduced or discuss in the research paper and our study and give some introduction about all of these. For example Brain wash, Science of stupidity, Man vs wild, Genius, KBC, Engineer the, others All are the educational programs which are doing help to improve the skill of the children and create the interest of the study.

Science of stupidity is the most important program of education to improve the children knowledge which was first telecast on 21st July 2014. And the network channel Is national geographic. No. of episode of this program is 29 and this is presented by Richard Hammond, Manish Paul, Ramon batiste. This is very genius comedy science show which is created the new interest of the children.

Second program is Genius which is totally based on the technical skill and most of that the episode are related to the mathematics and human autonomy, foreign language, science chemistry writing and poetry, geology, literature, etc.

Rupert Murdoch's twentieth century fox corporation has admitted to planting political brainwashing within its globally popular TV show and indeed boasts that it is proud of the fact. A corporate video currently being showcased on another part of Murdoch's media empire My space.com shows fox executive and stars of its universally recognized shows bragging about how they use the platform of hit show that are broadcast globally to implant message about the supposed threat of global warming

This is the key because of the process that people brains under go when they are watching television political message implanted in fictional television program will always enjoy a receptive audience. According to the associated content articles "studies has shown that watching television induces low alpha wavering human brain.

Man vs. wild is one of the popular and well renowned adventure TV show, broad cast by discovery channel. As form the title you can guess it's an adventure program where the presenter bear grills shows us how to survive in various kind of situations in the various parts of the world. Amazing series of survival situation presented by the grills is good skill and knowledge seeking series. Providing us a sense of patience, cleverness and capability in serving the most dangerous Deadly location on the earth ranging from remote deserts to survive there

It's time to don your tool belt and get ready to unleash your creative side. Engineer This! Is a show that uses all the broken bits and pieces around the house, and gives it a face lift? On this Do-It-Yourself show, we will turn broken boxes into guitars and make furniture from old magazines, all with the help of simple engineering techniques that you can use to create your own masterpiece. Moreover, it is not just about utility; the show also features exciting craft projects that you can use to brighten up your home.

ENGINEER THIS! Encourages a hands-on approach for kids to understand how the world around them works. The show introduces mechanical and engineering concepts to kids between the ages of 8 – 12 through working models created entirely out of household items.

ENGINEER THIS! BREAKS IT DOWN

The show takes big engineering concepts and breaks them down to 30 minute projects that can be created with basic tools. A detailed look at these concepts helps trigger skills such as designing, construction and problem solving in children.

Each episode is divided into three easy to follow segments:

- Segment 1: Concept, Design & Prep of the Episode – Build the Blueprint
- Segment 2: Detailed demo to construct a Big Project – Try This At Home
- Segment 3: An idea for recycling – The Zero Waste Plan

The hosts introduce the theme or principle behind a regular occurrence. They design a fun model or an experiment to introduce the concept/theme, highlighting its parts and their functions.

KBC (kaun banega karorpati) started in year 2000 and was hosted by "star of the millennium" Mr. Amitabh bachchan. *kaun Banega Crorepati (Who will become a Millionaire;* popularly known as *KBC*) is an Indian television show originally aired on Star Plus commissioned by the programming team of Sameer Nair and Tarun Katial.

While based on the UK game show *Who Wants to Be a Millionaire?*, KBC intersperses the playing of the game with Bollywood style musical numbers and other entertainment.

Director Danny Boyle's 2008 film, *Slum dog Millionair* was based on the show, and featured the show's host, actor Amitabh Bachchan in a cameo appearance. The show's host, based loosely on Bachchan, was portrayed by Anil Kapoor himself has appeared on a celebrity version of the show.

KBC first aired in 2000 and was hosted by Amitabh Bachchan, his first appearance on Indian television. KBC initially offered contestants the chance to win up to ten million Rupees, but doubled this in 2001 to two crore Rupees, further adjusted from the fourth season to include a jackpot of 50 million rupees. The season ended in 2001. The show was well received from the very first season. This program has 8 season has done every season have millennium success to change the knowledge pattern of people

LITERATURE REVIEW

A new study suggest that educational television program are successful in broadening young children knowledge affecting their imaginations according to a studying published today in the November issue of pediatrics the official journals of the American academy of pediatrics.(university of washing tone) Researcher Dmitri A, Christakis, MD mph, Michelle M, Garrison PhD, and rooking R Thakur MD of the child health institute conducted a systematic literature search and identified a total of 376 articles dealing with children and television of these 12 met the criteria of being a controlled trail.

The 12 studies were conducted between 1973 and 2000 and focused specifically on television content viewed by children under age and its impact on learning, racial preference, aggression , pro-social behavior, self-regulation and imagination.

None of these studies looked at infant television viewing or examined the content of video designed for children.

The bottom line is that content is key high quality educational programming can have a positive effect on children under the age 6 to 14. The research found that there is evidence to suggest that educational television program. Such as sesame street and Mister Rogers, can aid in the acquisition of general knowledge plus improve overall cognitive knowledge among young children

There is also evidence in the literature that children's imaginative play can be positively affected by television content, future more there is evidence that educational television programming that emphasize, diversity, can improve children racial attitudes.

This is a good start, but more research is needed on the impact of television viewing and content on infants and young children. Especially as the infant video and cable television markets are exploding, we should be carefully monitoring whether or not these products meet their claims to improve a child's intelligence language acquisition and pro-social behavior.

"AS this point, we should continue to be cautious about the amount and type of television we let our kids watch"

The study's researcher also stress the importance of AAP recommendation that parents avoid letting their children under age of 2 watch television and that parents experts caution- such as setting limits on TV, viewing helping children develop media literacy skill to questions analyze and evaluate TV message and taking an active role in these children over age 2.

OBJECTIVES OF STUDY

The study was planned with the following broad objectives in consideration-

1. To understand the impact of television programs on children of age 7-15.
2. To study which kind of program school kids like to watch.
3. To determine the timing of viewing television in Hapur area by children.
4. To find out T.V. channels which are popular among children
5. To check whether these T.V. programs enhancing children's knowledge and skills
6. To know the impact of television educational program n children
7. To know the reaction of the children related to the television program.
8. To understand how all the children are easily improve our selves and use these things in daily study pattern.
9. To know about what kind of changes we can get in our program which type of content student want to watch.
10. To improve our study pattern.
11. To growth our industry and help to other genres to know about the feedback of the channel and program.
12. To know about the particular program is worth watching or not.

HYPOTHESIS

When talk about the hypothesis, one simply means a mere assumption or some supposition to be proved or disproved. But for a researcher hypothesis may be defined as a proposition or a set of proposition set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as an established fact. Quite often a research hypothesis is a predictive statement capable of being tested by scientific methods that relates an independent variable to some dependent variables.

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observation. In facts many experiments are carried out with the deliberate objects of testing hypothesis. Decision- makers often face situation wherein they are interesting in testing hypothesis on the basis of available information and then take decision on the basis of such testing. In mass communication, where to direct know the impact of television educational program on children.

These are hypothesis capable of being objectively verified and tested. Thus, we may conclude that a hypothesis states what we are looking for and it is a proposition which we can be put to a test to determine its validity.

METHODOLOGY

It is very important part of any conducted research when we are doing any kind of research then we have to use many kind of methodology. There is much kind of methods which are using in research study.

- **Research Design:- Cross Sectional Study**

A cross-sectional study (also known as a cross-sectional analysis, transversal study, prevalence study) is a type of observational study that involves the analysis of data collected from a population, or a representative subset, *at one specific point in time*—that is, cross-sectional data.

In mass communication cross-sectional studies typically involve the use of cross-sectional regression in order to sort out the existence and magnitude of causal effects of one or more independent variables upon a dependent variable of interest at a given point in time. They differ from time series analysis in which the behavior of one or more economic aggregates is traced through time.

In cross-sectional studies differ from case-control studies in that they aim to provide data on the entire population under study, whereas case-control studies typically include only individuals with a specific characteristic, with a sample, often a tiny minority, of the rest of the population. Cross-sectional studies are descriptive studies (neither longitudinal nor experimental). Unlike case-control studies, they can be used to describe, not only the odds ratio but also absolute risks and relative risks from prevalence's. They may be used to describe some feature of the population, such as prevalence of an illness, or they may support inferences of cause and effect. Longitudinal studies differ from both in making a series of observations more than once on members of the study population over a period of time.

The use of routinely collected data allows large cross-sectional studies to be made at little or no expense. This is a major advantage over other forms of epidemiological study. A natural progression has been suggested from cheap cross-sectional studies of routinely collected data which suggest hypotheses, to case-control studies testing them more specifically, then to cohort studies and trials which cost much more and take much longer, but may give stronger evidence.

APPROCH: approach of this study is qualitative. Measurement is defined as a process of associating numbers or symbols to observations obtained in a research study. Qualitative characteristics can be counted and cannot be computed. Therefore, the researcher must have a clear understanding of the types of characteristics or variables before collecting the data and sampling method is also the most important part of the any study.

SAMPLING METHOD

Sample of this research study is non-probability. Non- probability sampling procedure which does not afford any basis for the estimating the probability that each item in the population has of being included in the sample Non-probability sampling is also known by different names such as deliberate sampling, purposive sampling and judgment sampling. All these type of sampling item for the sampling is selected deliberately by the research his choice concerning the items remains supreme.

Purposive sampling: purposively choose the particular units of the universe for constituting a sampling on the basis that the small mass that they so select out of a huge one will be typically or representative of the whole and now we will find out the data of survey method with interview of the children face to face or their parents also. The interview method of collecting data involves presentation of oral- verbal form and relay in terms of oral verbal response. This method can be used through personal and survey method to prepare the question.

QUESTION OF THIS STUDY

Research on “Impact of Television Educational Programs on Children”

Name

Age

Sex

Place

Q.1 Do You Watch T.V.?

Yes

No

Q.2 Do You Have T.V in Your Home?

Yes

No

Q.3 What Kind Of T.V Programs You Like To Watch?

1. Educational programs
2. Cartoons
3. Knowledge shows
4. Others

Q.4 What Is Your Purpose of Watching Television?

1. Entertainment
2. Knowledge
3. Information
4. Others

Q.5 Which Program Is Your Favorite?

Q.6 What Is Your Frequency of Viewing T.V.?

1. Daily
2. Weekly
3. Fortnightly
4. Monthly

Q.7 How Many Hours Do You View T.V?

1. 1-2hr
2. 2-4hr
3. 4-6hr6-8hr
4. 8 or more

Q.8 Which Channels Do You Follow The Most?

Q.9 Do You Think It Is Useful To View T.V

Yes

No
Q.10 Is You Adding Something To Your Knowledge By T.V.?
 Yes
 No

RESULT OF RESEARCH STUDY

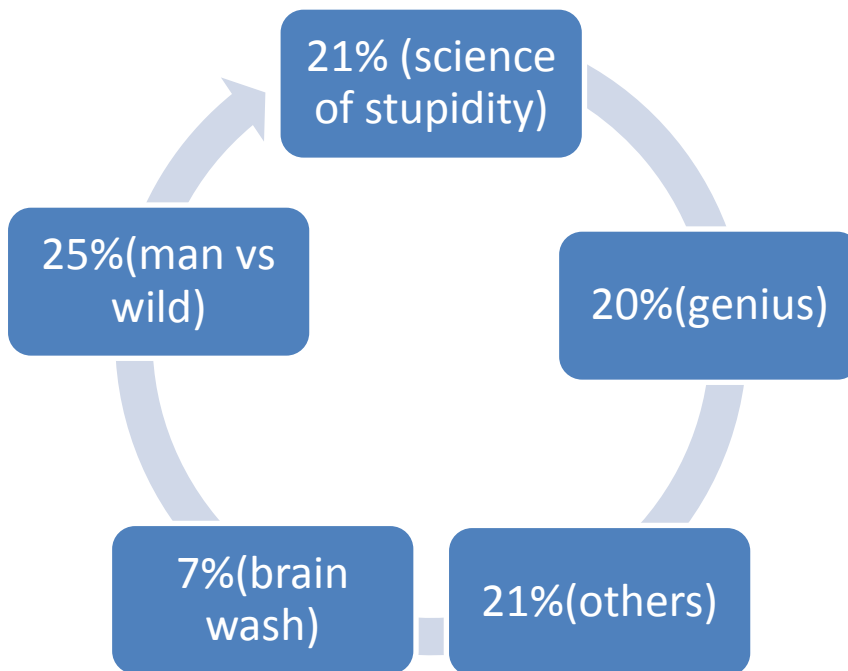
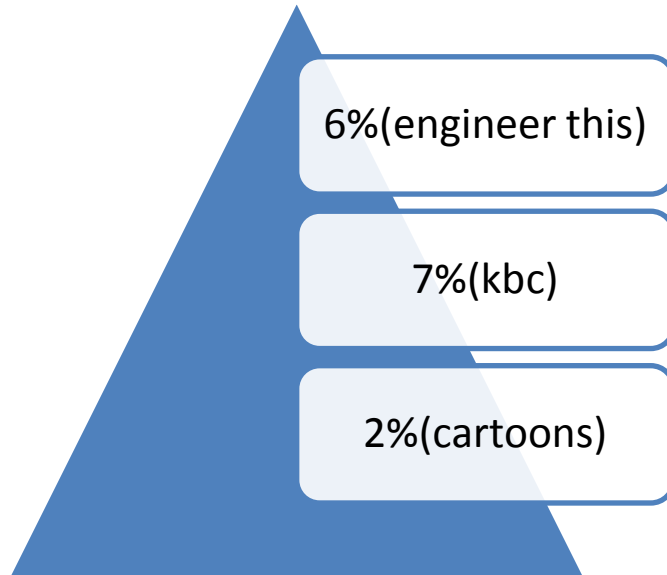
Program Name

S.no.	science of stupidity	KBC	MAN VS WILD	GENIUS	BRAIN WASH	ENGINEER THIS	OTHERS
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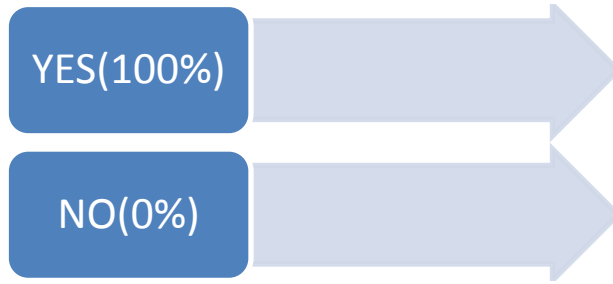
Now we are discussing about the population how many children's are watching educational program. Below we are given some percentage about the children watching program.



RESULT'S AND DISCUSSIONS: Now We Are Discussion Our Study Results Of Each Question.

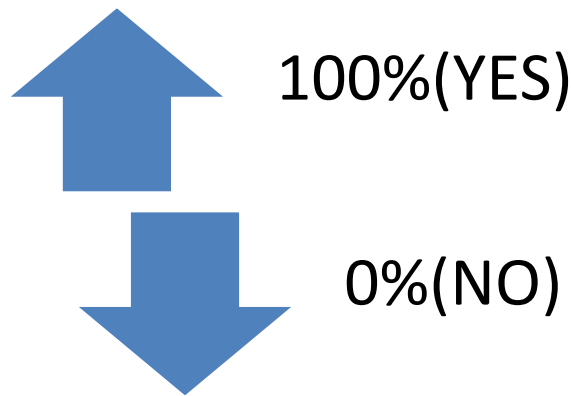
Ques: 1-Do You Have TV in Your Home?

In today time technology has been growing day by day and our economy is also growth because of that per capita income is also improved. So that everyone has taking the television in their home. I found in my study 100% people has TV in their home. Everyone said that television is the part of our life. Which has been providing knowledge, entertainment and inform also?



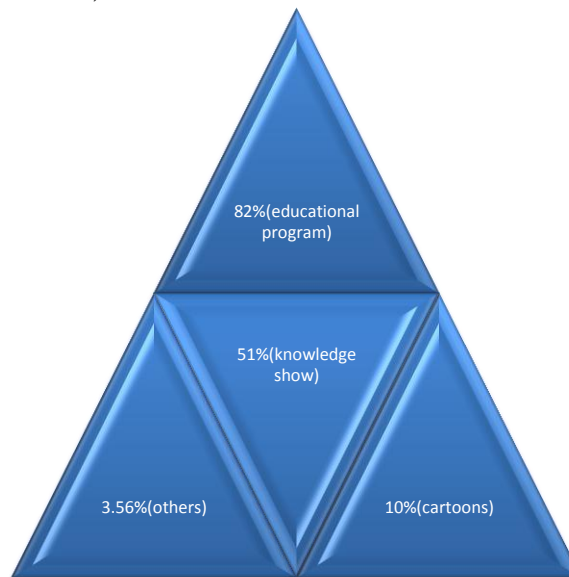
QUE:-2 Do You Watch TV?

When I ask this question of the children they gave very interesting answer to me. Yes we are watching television every day because I spend my maximum time with watching television. 100% population of this study is watching TV. And they said we don't want to miss any episode of that program which we have been watching. Every episode gives the best knowledge about the particular topic. And learn through some other activity.



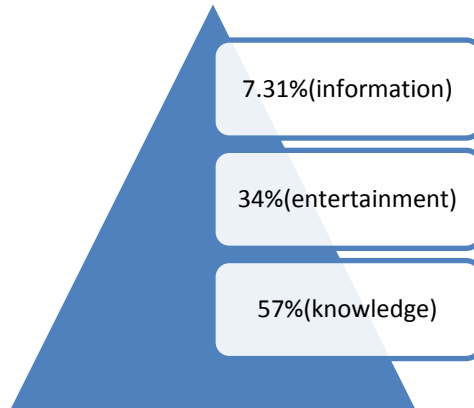
Que:-3 What Kind Of TV Program Do Like To Watch?

In now the days many type of program are telecasting on the television. Which have different category? Educational program is also the part of these genres. When I asked this question to the children which kind of program do you like to watch? I found that a child viewing education program is 82%, knowledge program is 51%, cartoons 10%, 3.56% Others.



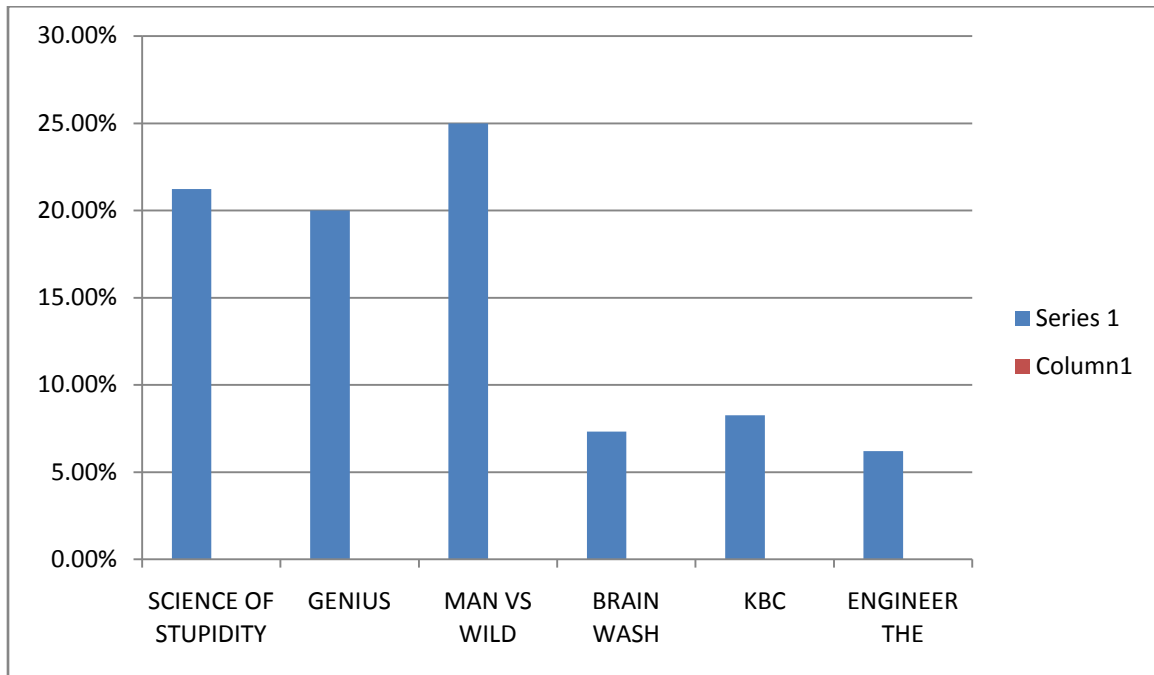
Que:-4 What Is Your Purpose Of Watching TV?

The main purpose of this question to know about the purpose of watching television Why they are viewing TV when I am asking the purpose of the children they giving me very interesting answer to me. 34.14% children said to me they watching TV for entertainment shake, 57% are knowledge shake and 7.31% are information shake, 1.55% are others.



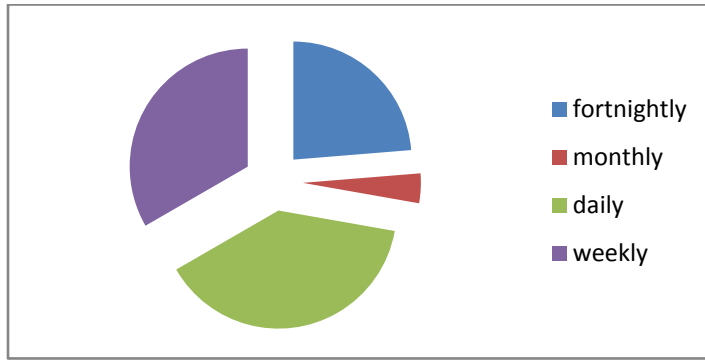
Que:-5 Which Program Is Your Favorite?

This question has realized that which program children are like most science of stupidity (21.235), genius (20%), and man vs. wild (25%), brain wash (7.32%), KBC (8.25%), engineer this (6.1%), Others (6%).



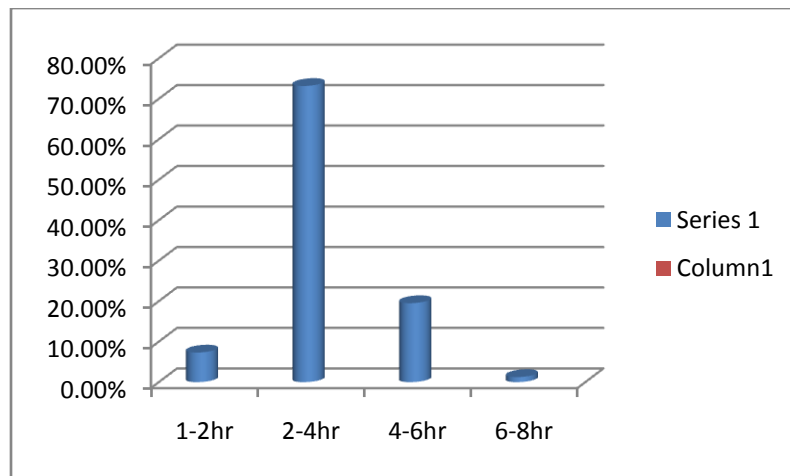
Que:-6 What Is Your Frequency of Viewing TV?

Frequency of viewing television is divided into four categories in this study and to know about the frequency of viewing of every child. Children are watching TV in daily basis (85.36%) and weekly (14.63%).fortnightly and monthly are rarely find that. Daily basis children said to me they watch the television daily because they don't want to miss any episode.



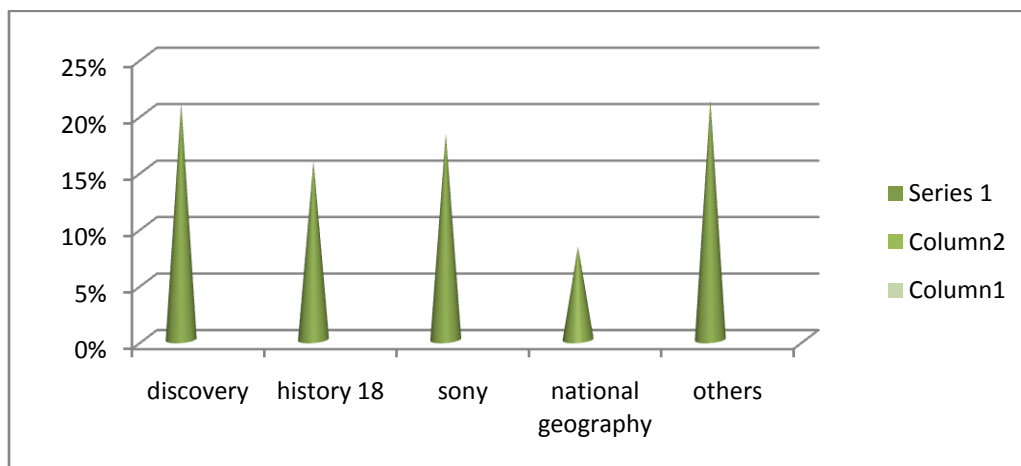
Que:-7 How Many Hours Do You View Tv?

When I found the result I have seen Children are mostly like to watch the television 1-2hr (7.31%), 2-4hr (73.17%), 4-6hr (19.51%), 6-8hr (3.2%). In the total population has 55.27% of the male and 44.73% of the female are involving to viewing TV. this is the big amount of male to watching TV which has mostly to viewing educational TV.



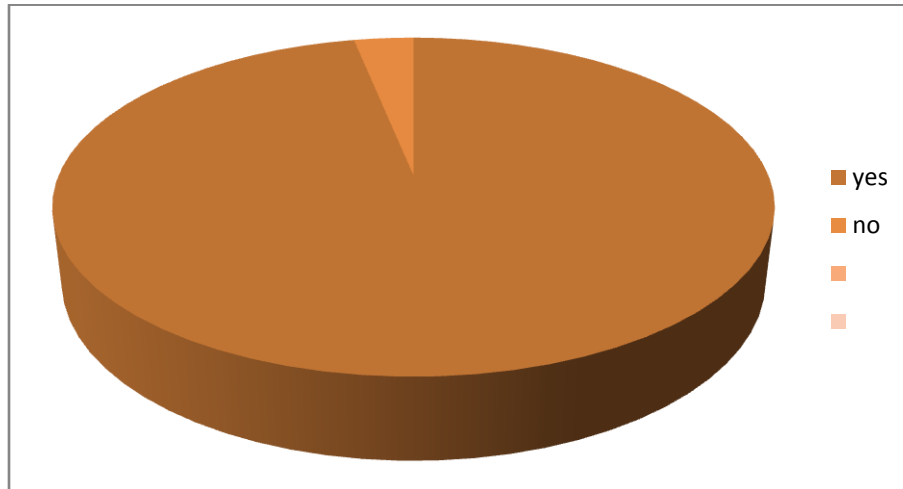
Que:-8 Which Channel Does You Follow The Most?

When I found the result I have seen that children are like to watch discovery and history 18 most because 20% of the children are watching discovery channel and 15% are history, 17% are Sony 7.65% are national geography and 20% others.



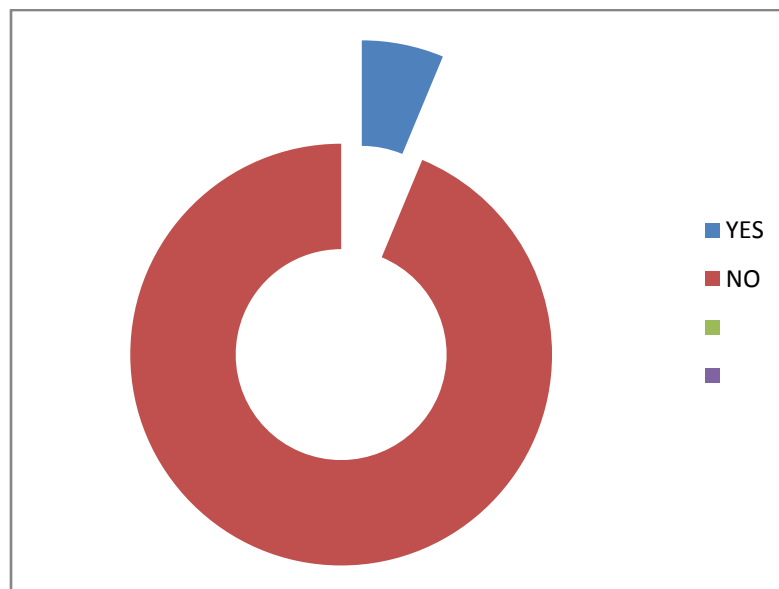
Que:-9 Do You Think It Is Useful To View TV?

The big amount of the study population has given the positive answer of this question because maximum children said that we are watching TV for entertainment shake, knowledge base, and to know about the information of society and nearby country and pass the time. But the big amount of children said that we are viewing TV for gaining knowledge about the particular topic and subject many type of educational program are telecasting in television which have provide the knowledge of different subjects.so that TV is worth watching for gaining knowledge .



Que:-10 Are You Adding Something To Your Knowledge By Tv?

Yes, 98.99% of the study population given the positive effect of the TV and other population are favour to entertainment but this is the big amount to favour in the knowledge gaining through to the educational TV. Children said these programme has been to change the pattern of the study and the learning pattern.



CONCLUSION

During this study I have found interesting result about the subject. Impact of educational television on young children in India is a subject of special interest because it affects millions of children of the country. Who viewed television on daily basis?

The concept of educational television is not new. We can see its roots from the time of post-independence. Educational television program were created in 60s to educated children in India On many topic like science, math, history, reasoning and others. It was a good beginning as television used as a tool to educate, inform, and entertain the society. At that time it was considered as a tool of change or transforming the country from vintage society to modern society.

Now a day's situation has changed people finding on their own interest and they consume things as they want. The principles and technique of using educational television by young children have been also change. There are diverse set of people in which different kind of people resized and it matters now they take the concept of educational television.

India is an evolving country and it developing at every minute and that is the reason educational sector of the country is changing accordingly. And it is affecting the mind of children. Children have different goal and different concept about viewing and television.

Television program makers have many challenges when they produced program for new generation children every children are taking interest in technical programs at that time.

When I am studying this topic I thought that what is the major impact of the educational TV and how many people are interesting to viewing educational TV. Because different type of genres are introducing in television and demand of people is also changed but when I used to study that topic I found that lots of children are taking interest in this topic. And 65.25% of female and 35.67% male are involving this study and watching educational program to improve their knowledge and entertainment and inform our self.

82 are the total children of my study population in the area of Hapur. Which has 21.25% of the children are watching science of stupidity. Which has 14.35% is female and 6.9% is male children are watching this program. They all are feel that this program format is very interested and to popularized. Children are taking interest in this program because they said that in this program using very creative format and interesting activity to learn the children easily and to know about the science.

Children are mostly interesting to watching the man vs. wild .25% of the children is viewing this program out of total population. Which has 17% of boys and 8% is girls is viewing these program and other program is also viewing and taking interest to learn new thing .this program is proving knowledge about how you survive into the difficult situations.

When I taking the sample I saw the interest of children to viewing the interest of educational program has given the interesting answer of any questions.

Thus, educational program has positive impact on the children. Because every has given the positively answer of every question and 98% population has given positively answer out of 100% recent finding from research in development psychology can be immediate applied to make learning by educational television more effective . a review of recent research in child development indicators that television can also have a major impact upon pro-social behavior , the maturity of moral judgment and the improvement of racial attitudes as well as language and cognitive development.

FUTURE SCOPE: educational program has positive impact of the children. This topic know about the impact of educational program on children and the future scope of this study is-

- To know the skill of children who learn something new through educational program and to take the technical knowledge through to the different creative activity of these program.
- To compare those children who watching the educational program and who did not.
- To know about the knowledge of children to compare the others.
- Television uses images and symbols systems that deal with more cognitive level of an individual cognitive structure than others educational media. According to the recent research, additional, basics

studies are urgently needed to understand more clearly the mental ability that facilitates learning by television.

- Again to know about the impact of television educational program on children in present scenario.

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