

Television effects

Radio and television are powerful media, they spread information and news, in a way that has all over the world. Television is the most effective medium because of its use of images. Radio and television broadcasting companies may be under government control so may be free to choose and organise their programmes, but the way in which they broadcast information and news may be different and influence people's opinions.

The TV channels offering a large variety of high-quality educational, factual, science programmes and documentaries give children more opportunities of learning the world, but television programmes which broadcast us with images of violence and war are harmful for children. So, if necessary, parents should help children to understand the programmes they watch, or at least protect them from watching programmes relating to war and violence in an effective way.

There is a theory that violence on TV is partly responsible for some children's negative attitudes and a noticeable increase in their aggressiveness. Psychologists and sociologists say that there is a lot of evidence that uncontrolled viewing of television programmes may be dangerous for children.

Other experts, by contrast, object that there is no evidence to support this theory. However television addiction is commonly believed to be unhealthy. Unchecked viewing of television implies a sedentary lifestyle that cannot be considered healthy. According to the latest surveys children's most common problems are watching TV and playing videogames. In television plays a more than important part in children's life. Children do not watch many hours of TV every day, especially in school. Some watch TV while they eat their breakfast and watch it on in cars as they get home from school others watch TV while having lunch or dinner and while doing their homework. These so-called "omnivorous children" need a change in their lifestyle.

Answer the following questions

- 1) Why are Radio and TV considered powerful media?
- 2) Why is television considered more effective than radio?
- 3) What can the broadcasting companies do?
- 4) What kind of high quality programmes do channels broadcast?
- 5) Why are the programmes that considered harmful for children in the first?
- 6) What should parents do?
- 7) What should experts do?
- 8) What do some sociologists and psychologists say about TV addiction?
- 9) What do other experts object?
- 10) Which are the best television habits the text refers to?
- 11) What is the worst TV effect on childen's behaviour?
- 12) What should children do to have balanced habits?