TEACH YOUR CHILDREN

1. Tell your children that...

What they see on TV is not real; it is fantasy, make-believe. The guns, knives, and bullets they see on TV are not real and do not hurt people like real weapons.

- 2. Talk about consequences of violence... Explain that real-life violence causes injuries, both physical and emotional. Violence can ruin friendships and can make people feel afraid and angry.
- 3. Talk about Heroes, Good Guys, and Bad Guys

Who are the bad guys on TV? What do they do? Why do they kill and hurt people? Who are the good guys, and what do they do? Who are the good guys or heroes in your family or neighbourhood? What do they do? How are they different from TV characters? Talk about what true heroes are: people who are courageous, brave, and do good things to help others.

TALK ABOUT THE DIFFERENCE BETWEEN A HERO AND A CELEBRITY

Heroes make a difference in real life. They do things to help others and to contribute to society. Heroes inspire us. Celebrities are highly visible personalities known for their talent, beauty, or material quality. Media often features and promotes celebrities. TV, in particular, has made many people celebrities. The hero is distinguished by his or her own achievement, the celebrity is often distinguished by an image.

SHOW BY EXAMPLE

- Watch TV with your children, that way, if the programming turns out violent or too mature, you can discuss what happened to put it in context and have your kids learn from it.
- Schedule limited TV viewing hours for yourself
- Play, read books, draw, do puzzles, sing, or listen to music with your children to show that there are fun alternatives to TV.
- To minimise peer pressure to watch violent shows you may want to talk to the parents of your child's friends and agree to

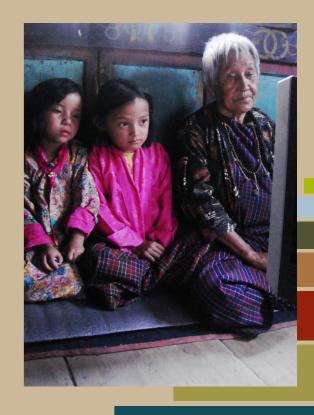


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A PARENTS'
GUIDE TO

HEALTHY TV HABITS





to travel the globe, learn about different culworlds for kids. It can give them a chance tures, and gain exposure to ideas they may TV has its good side— it can be entertainnever encounter in their own community. ing and educational, and can open new

However, the reverse can also be, and often children's programming DOES NOT teach to learn; many shows are filled with stereois, true; kids can learn things from TV that parents don not want them to learn. Most demonstrations of mean behavior. Television emphasises celebrities more than real what parents say they want their children types, violent solutions to problems, and

"TV IS BRINGING UP OUR CHILDREN"

tan's youth. The majority of urban youth one-third of children watched at least one Bhutanese content for youth and children. for youth and children, this time is mostly remendous presence in the lives of Bhucause there is limited local programming As a concerned mother in Mongar com-2008 Media Impact Study revealed that spent digesting foreign TV programmes hour of TV programming per day. Be-Our children and youth are growing up on more adult and foreign content than have access to at least one TV, and the nented, TV is beginning to develop a and watching programmes for adults.



IMPACT OF TV ON CHILDREN

Extensive research evidence indicates that excessive and uncritical TV consumption:

- Can lead to aggressive behavior
- Can terrify children
- Provides violent heroes to imitate
- Shows that violence is OK

And involves:

- Less use of imagination
- Less direct contact with other people
- Less pretend play and creativity

being read to, and are therefore less likely to the TV on a lot spend less time reading and in addition, TV can discourage and replace development. Kids from families that have thinking than TV, and we know that reading fosters young people's healthy brain reading. Reading requires much more be able to read.

