

THE MEDIA AND THEIR INFLUENCE AMONG CHILDREN AGED 11 (+,-)

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ABSTRACT

The development of information technology and communications has taken rapid strides playing a very important role in contemporary society. Thereby changing the social life among men. Besides being rich mass communication through various means of communication, there is a shift in social relations that combine the features of the new technologies. The media today have become part of social reality. They convey different things, inform the public about the latest news in the world, entertain and above all enable communication between people. These means of communication have a major impact on society, and especially children. Yes, the media and their impact among children is the theme of the paper.

METHODOLOGY

Hypothesis 1. Children today spend a lot of time before electronic means.

Hypothesis 2. Parents are still not aware of the danger that may be brought before the media duration.

Purpose: The purpose of this paper is an investigation, how much and how media affect children, as they affect the child's personality. The paper, in addition to containing results for time of use of the Internet and television-view, will present the program and the time of children's programs that display three major television stations in the Republic of Kosovo.

The research was done with quantitative method, i.e. through questionnaires. The number of respondents was 100 students, which was submitted questionnaire which had 4 basic questions, questions that have been answered with alternatives. The questionnaire was developed in primary school "Ismail Kemal" in Pristina, with 6 grade students, of this school sixth. The interview was done at the same time with 50 teachers of this school is, the interview focused on three basic questions, where we have the following results of the paper. RESULTS are processed in Excel program.

We realize the questionnaires, is care of Another student, Afrora Buzuku which is advanced university students of Psychology

The results of the research**In statement No. 1. How many hours per day watching TV?**

a) 2 hours per day	b) 3 hours per day	c) 4 hours per day
3%	40%	57%

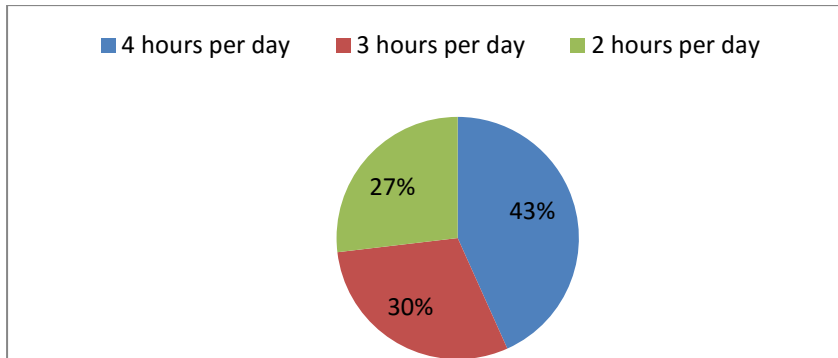
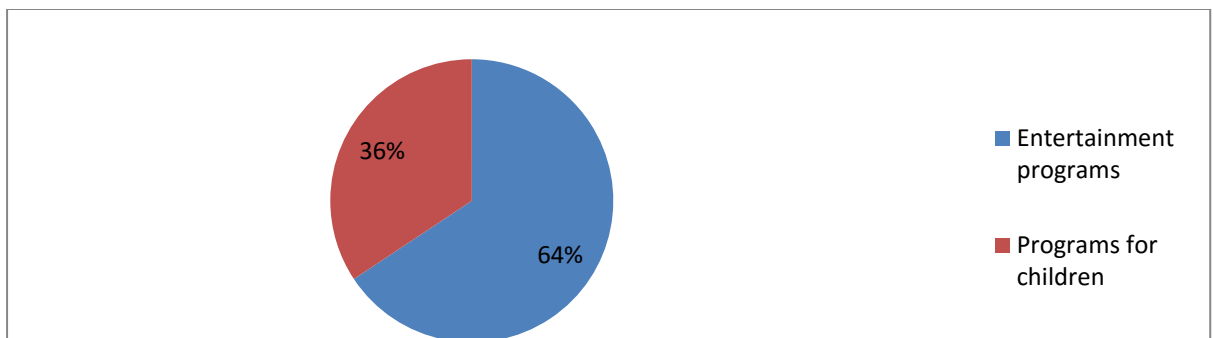


Chart I: Details how many hours a day watch TV? It shows that 40% of them look at TV 3 hours a day, and 57% look at up to 4 hours a day which means that they spend long time in front of TV.

In statement No. 2. What programs see most?

a) Entertainment programs	b) Programs for children
64 %	36 %



In graphic. 2 indicate that these children watch more TV entertainment programs, rather than programs for children.

In claim no 3. How many hours a day do you spend on the Internet?

a) 3 hours per day	b) 4 hours per day	c) 5 hours per day
36%	43%	21%

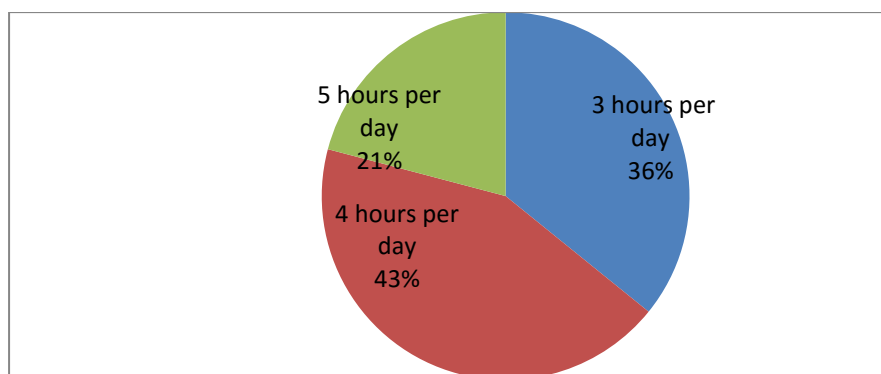


Chart III: record how many hours per day use the Internet, use the Internet shows that a large percentage up to 5 hours.

In claim no 4. Why do you use the Internet?

a) Game	b) Research on any issue	c) Chat
41%	3%	56%

Claim no. 4 shows that these children mostly use the Internet for conversations with friends - friends.

Interviews with teachers of the school in question!

Interview no. 1. How your school students affected by the media of mass communication?

Based on the responses we have received from some of Teachers we came to the conclusion that students are very much influenced by the media and mass communications. This type of media or communication course that is very attractive to children and young people, because the interactive nature suits their age and because of innovation and practicality that has sometimes caused this development.

Interview no. 2. Which of media use with many children?

About this question they answered that children are more influenced by the internet and the phone, rather than television programs. One of the possible reasons for removing the largest ever youth from traditional television media can be associated with poverty programs that specifically addressed this age group. Very few stations produce programs specifically for children and young people. Even those programs that is primarily made in the form of entertainment programs, with quiz-of or simply musical.

Interview no. 3. The media affect the development of children's personality?

Children of the roles of the film, it is natural. They experience the beating scenes in the film, also imitating the artists they dress; imitating the texts of songs that do not have clean language undermines the development of speech. Watching TV shows excessive negative impact on development in independent games and motivation of children. Independent work, motivation and giving the will to independently games for children are age appropriate to later arrive at school, work or other work. The experience and the experience of children from real life (family, district social and emotional development play an important role in developing the personality of children.

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The following tables give us the data for the three televisions programs watched in Kosovo, for children's programs.

Table. 5. TV programs shown on our televisions, children

RTK (Radio Television of Kosovo) - programs for children		
Day	Time	Name for the broadcast
Monday	18:15- 19:00	Green House for Youth
Tuesday	19:03-19:30	Program for children
Wednesday	19:03-19:30	Program for children
Thursday	19:03-19:30	Program for children
Friday	19:03-19:30	Program for children
Saturday		
Sunday	10:03-11	Kidvid

Table no. 6. KTV – (Koha Vision) – programs for children

KOHAVISION- programs for children		
Day	Time	Name for the broadcast
Monday	17:20	Serial child "Chaplin"
Tuesday	17:20	Serial child "Chaplin"
Wednesday	17:20	Serial child "Chaplin"
Thursday	17:20	Serial child "Chaplin"
Friday	17:20	Serial child "Chaplin"
Saturday		
Sunday		

Table no. 7. RTV -21, (Radio Television 21)

Radio Television 21- programs for children		
Day	Time	Name for the broadcast
Monday	11:30	TOP-HOP-hit
Tuesday	10:20	Garfield and friend- serial
Wednesday	10:20	Garfield and friend- serial
Thursday	10:20	Garfield and friend- serial
Friday	11:30	TOP-HOP-hit
Saturday	10:20	Garfield and friend- serial
Sunday		

Completion

Children are being "bombarded" with ideas, opinions, films and writings that more than educate children with positive feelings social humanism, solidarity, restraint sex, respect for the elderly, addiction objectives and targets sound to life, making otherwise. Children are facing a "pressure wave" to develop their "anti-values". Children are "non-stop" under the influence of movies with violence, sex crime, fraud, theft, moral degradation. In the most delicate formative age, they have a hard time even under the monitoring of the parents and teachers find educational programs, formative. Even in this street seems to face the power of the media; it has decreased the strength of the school, the role of teachers and educational work of the family. From the examples presented and the research conducted it appears that the media strongly influence the creation of identity in children, and their excessive use of very large consequences on the personality of each child. According to the survey made by these students it turns out that the use of media is growing every day more and more. Where over 50% of children watch TV about 4 hours a day and most of them also said they watch more than entertainment programs for children programs. From this we conclude that our media are quite poor in terms of programs that are dedicated especially to children and their education. Also the analysis made three national televisions of our country: RTK, KTV and RTV 21. See tab No. 5, 6, 7. WHERE confirmed that broadcast programs for children only 1 to 2 hours a day, it makes us We understand that our televisions do not pay importance to

programs dedicated to children and their education table rain. While in terms of internet usage it is quite disturbing phenomenon in our country. Considering the students' responses to the questionnaire made it appears that 40% of them use the Internet 4 hours a day and most of their conversations in chat, see table No. 4, than for any educational issue. This paper shows that in today's families parents want to meet every wish of their children and thus leave them for a long time before television. Children are being such that if you see something they want to possess it. But, as has been said and Sami Frasheri "Children should be given to what should be, not what it wants". In fact, parents in general are doing the opposite, thinking that if the child does not meet any whim they have, they would feel deprived. They forget that by meeting their child's every request can negatively affect their formation. So, we conclude that the education of children is not the fulfillment of every single, a good education consists in many other ways, and one of these is keeping the child away inactivity.

RECOMMENDATIONS

1. A consultation by the parents and teachers will have a significant impact on the use of electronic media by children and students.
2. Conduct trainings on education Children in internet use by experts of respective fields (psychologist, teacher and others), will have a significant impact on the proper use of electronic means.
3. TV programs with thematic content resides in the correct use of the Internet, it will affect many in improving this phenomenon among children and students.

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