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THE INFLUENCE OF TELEVISION ON CHILDREN'S SOCIALIZATION

How much television your children watch in an average day? Over the last 40 years in the world conducted over 1000 of research devoted to the influence of television and cinema for children. It was held in many countries, including minors, belonging to different races, nationalities and social groups. However, the research results were almost identical: aggression on the screen makes children more aggressive on the material and the spiritual world. Research on television viewing and children's socialization indicates that television has a great impact on children's lives. The survey of children under the scientific paper «Juridical and legal principles of preventing juvenile delinquency» demonstrates that 50% of respondents (and it is 152 child) prefer militants and 65% (107 child) prefer films with fantastic content. Not much credits need to be done in order to point the fact that children who systematically watch the transmission containing scenes of violence, accept violence as a legitimate way to resolve conflicts. Second, viewing scenes of violence makes the person more vulnerable to violence in real life. Third, the more the child sees scenes of violence on the screen, the more likely that she will become a victim of violence. Fourth, if the child prefers watching TV programs containing scenes of violence, there is a much greater likelihood that she will grow aggressive person and even commit offenses following the behavior of the beloved hero, based on trends in contemporary cinema that in most cases is negative.

The number of families with home theaters is growing rapidly in Ukraine. The main audience is adolescents and youth. The main repertoire is horror movies, action movies, porn. The impact of such

products to young viewers in modern conditions is quite effective, because it is practically no competition from educational institutions.

A new picture of the world, which consists of younger generation leads to some changes in child's psychology. While experts concur that television can entertain and inform, many programs may have an undeniably negative influence on [childhood behavior](#) and values. Youngsters may become less sensitive to the terror of violence, accept violence as a way to resolve life's difficulties, or even imitate the violence they've seen. In such way finding out the role of cinematography in the legal education of the child based on analysis of current research, identified the following features that are not conducive to the formation of positive social orientation [1, p. 347]. They are:

- Insufficient number of patriotic programs, and those who bring pride for their country and those who actually have an educational and informative nature in terms of the legal awareness;
- It is showing excessive availability of drugs, eating undesirable and even harmful details on television;
- Youth shows interest for criminal scene, and numerous «light» killings;
- Often, newspapers and television show ways of committing crimes, describing the actions of persons in the commission of these crimes is often unwittingly give instructions criminal nature;
- Most programs, broadcasts and articles that are designed for younger audiences, very poorly trained, they do not have deep meaning, covering events from low credibility, and in general they are more distracting than educate [2, p. 253].

Weighing up all pros and cons we'd like to mention that children often internalize gender role stereotypes from books, songs, television, and the movies. But television, however, is perhaps the most influential form of media [3, p. 169].

Of the various factors which help shape gender-typed behaviors, role models and imitation are extremely influential. Children are exposed to models throughout their environment, including those on television. Research suggests children who view violent programming on television will behave more aggressively with peers. It is also true children who view prosocial behaviors on television are likely to exhibit those types of behaviors themselves.

Young children will imitate and repeat behaviors they see on television. Because children are influenced by gender stereotyped role models they see on television, they will also exhibit gender biased behaviors and develop gender biased attitudes that they see modeled on television.

Traditional gender roles, wherein men are encouraged to be decisive and to show leadership qualities and women are encouraged to be deferential and dependent do not benefit individuals, particularly women. Traditional gender roles discourage the full range of expression and accomplishment. Children should be allowed to develop a sense of self in a gender fair environment which encourages both boys and girls to feel they are a force in the society.

References

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