

Guidelines for Family TV Viewing

家庭看电视的相关指导

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Children in the U.S. view an average of 3-5 hours of television daily. It is difficult to document effects of such extensive television exposure on children. However, research indicates that television viewing may be linked to violent or aggressive behavior, obesity, poor academic performance, precocious sexuality, and the use of drugs or alcohol. Thus, it is important that parents help their children use television as a positive, creative force, and help them avoid television's negative influences.

美国的孩子平均每天看 3-5 个小时电视。很难证明长时间看电视对孩子们有何影响。但是，有研究表明看电视可能与暴力或过激行为、肥胖症、学习成绩差、过早性行为、吸毒或酗酒等现象有关。所以，家长应帮助孩子积极地、有创造性地利用好电视，避免电视带来负面影响。

ASPECTS OF VIEWING

有关看电视的几个方面

1. Time Spent Watching Television

看电视的时间

When children spend 3-5 hours a day watching television, time for other activities is severely limited. Childhood is a period of growth and development, when children need to play, alone and with other children. Children need to read and talk with other children and adults.

孩子若每天花 3-5 个小时的时间看电视，用于其他活动的时间就非常有限了。童年是个成长和发展的阶段，孩子们需要玩耍，一个人或和其他小朋友一起玩。他们需要和其他孩子及大人一起读书、说话。

2. Violence on Television

电视上的暴力

The amount of violence on television is increasing. A recent report from the National Institute of Mental Health indicates that television violence can be harmful to young children. Children can become frightened, worried or suspicious from watching violence on TV. Researchers have also found that children who watch many violent programs tend to be more aggressive than other children on the playground and in class. Parents should realize that viewing violent programs may encourage their children's tendency toward aggression. Parents also need to keep in mind that television often portrays sexual behavior and the use of alcohol or drugs in realistic or inviting terms.

电视上出现的暴力越来越多。来自国家心理健康协会最近的一项报道表明：电视暴力对年幼的孩子有害。看了电视上的暴力后，孩子可能会变得惊恐，担忧或疑神疑鬼。研究人员还发现，看了许多暴力节目的孩子比操场上及教室里的其他孩子更具攻击性。家长们应该意识到看暴力节目可能会增强孩子们爱攻击的趋势。家长们还需注意电视上通常会以真实的或特意诱惑人的方式呈现性行为、酗酒或吸毒的画面。

3. TV and Learning

电视与学习

Many recent studies indicate that excessive television viewing may have a detrimental effect on learning and school performance. The hours spent viewing television interfere with homework and limit the time available for other ways of learning. If a child is not performing well academically, television watching may be a strong factor contributing to the problem.

最近许多研究表明，看电视过多对孩子的学习及其成绩有害处。花在电视上的时间会与做家庭作业的时间相冲突，也会是其他的学习时间变得有限。如果孩子学习成绩不好，看电视可能是造成这一问题的重大因素。

4. Commercials

商业广告

The average child sees more than 20,000 commercials a year. Advertisers spend roughly \$700 million annually to make sure that their sales pitches reach large numbers of children. The majority of food advertising is for heavily sugared products such as candy and pre-sweetened cereal. Commercials for meat, milk products, bread, and juice make up only about 4% of the food ads shown during children's viewing time. This emphasis can give children a distorted picture of how they ought to eat. A recent study found a direct relationship between amount of television viewing and children's risk of obesity.

一般的小孩每年会看 20,000 多个商业广告。广告商每年花费大约 7 亿美元以确保他们吸引众多小孩来购买他们的商品。大部分的食品广告的产品都含有大量糖分，比如糖果和加了糖分的谷物。而有关肉类、奶制品、面包及果汁的广告大约只占儿童所观看到的所有食物广告的 4%。这就让孩子们对该吃什么食品产生了曲解。最近的一项报道发现，观看电视的多少与儿童肥胖的几率有直接关系。

GUIDELINES FOR PARENTS

给家长的指导

Here are some ideas that will help parents guide their children's TV viewing:

以下这些建议能帮助家长们如何指导孩子们看电视：

1. Set Limits

设定一些限制

Know how many hours of television your children watch. Limit your children's viewing to one or two hours per day. Don't be afraid to reduce the amount of television your children watch. Your children probably won't like being kept away from the television set. Television is seductive. The programs your children watch are apt to be filled with commercials promoting other programs. The **word-of-mouth** campaign that goes on in playgrounds and school cafeterias is powerful and pervasive. But establishing good habits for your children is worth the effort. Television watching is often more habit than choice. 要知道孩子们看电视的时间。限制他们每天看一个或两个小时。别因减少孩子看电视的时间而担忧。你的小孩很可能不喜欢被禁止看电视。电视是个极其有诱惑力的东西。儿童观看的节目可能充斥着大量的商业广告用来推出其他节目。操场上和自助餐厅里的口头宣传活动很有影响。但是培养孩子的好习惯付出努力很值得。看电视通常是一种习惯，而不是一种选择。

Don't be surprised if your children go through a sort of withdrawal when the television time is reduced. You can ease the transition by encouraging

alternative activities such as sports, games, chores, reading, conversation, or hobbies. You can help by joining your children in these activities. Because children model their behavior after their parents' example, an examination of your own television viewing habits may also help. Be a good model yourself.

当孩子看电视的时间减少了，若他们能够忍受这种没电视的时光，你千万不要感到惊讶。你可以鼓励孩子们参加一些活动，比如做运动、做游戏、做家务、阅读、聊天或者业余爱好，从而让孩子们轻松过渡。你亲自加入孩子们的队伍可能会有所帮助。因为孩子会模仿父母的行为，所以反省一下你自己看电视的习惯可能对孩子有帮助。所以家长自己要做好孩子的好榜样。

Eliminate some TV watching by setting a few basic rules, such as no television during meals, or before household tasks or homework are completed.

通过制定一些基本的规则来减少孩子们看电视的时间，比如：吃饭时不准看电视，没完成家务或家庭作业不准看电视。

2. Plan

计划

Encourage children to plan their viewing by using a TV GUIDE or newspaper listing rather than flipping the channels to decide what to watch. The set should go on only for specific programs, and it should go off when they are over.

Approach a television program as you would a movie. Help children decide which show to see, and talk about the show after it ends. Select programs that feature children in your child's age range. Try to balance action, comedy, fine arts, and sports.

鼓励孩子们根据电视指南或报纸上的节目单计划好看什么节目，而不要不停地换台。事先设定一些固定的节目，节目看完了就必须关掉电视。选电视节目要像选电影一样。帮助孩子们决定选什么节目，看完后再同他们一起讨论所看的节目。选择适合孩子这一年龄阶段的节目。应该尽力均衡行动、喜剧、优秀艺术及运动各方面的节目。

Don't reward or withhold television in order to punish. Such practices make television seem even more important.

不要以看电视作为奖励或以没收看电视的权利作为惩罚。这样会使电视似乎变得更重要了。

3. Participate

参与

Know what your children watch on television. Watch with them and talk about the programs. TV programs may help you discuss difficult topics such as sex and war. Follow up interesting programs with library books. Explain situations that are confusing. Ask the child about his or her responses to the program when it is over. Discuss the difference between fantasy and reality. The worst program may be a good experience for your children if you are there to help them get the right message, while the best program may be wasted without your encouragement to think, evaluate, and question.

了解孩子们看些什么电视节目。和他们一起看并一起讨论。电视节目会有助于你们一起讨论一些困难的话题，比如性和战争。看完了有趣的电视节目后可以查阅图书馆的书。解释有疑惑的问题。看完节目还可以问问孩子们观后的感受。讨论一下幻想和现实之间的不同。最糟糕的节目只要你在旁边加以点拨也能成为不错

的经历，而最好的节目如果没有你在旁边鼓励他们思考、评价和质疑便是一种浪费。

Parents who watch television with their children will be able to point out that violence on television is not real, and that the actor has not actually been killed or maimed. Parents can also show disapproval of the violent episodes and stress that such behavior is not the best way to resolve a problem. By discussing the violence shown on television, parents can lessen its impact.

和孩子们一起看电视的家长能够给孩子指出电视上的暴力是假的，电视上的主角也不是真的被杀或受伤。家长也能对一些暴力片段加以否定，并着重强调这样的行为并不是解决问题的最佳方式。通过讨论电视上出现的暴力家长可以减轻其对孩子造成的影响。

The best solution, of course, is for parents to eliminate the most violent programs from their children's schedule. Remember that lock-out devices will ensure that certain channels cannot be seen. If you are offended by certain programs and intend to forbid your children to watch them, try to communicate your reasons. If your children are watching a program, and you see behavior to which you object, tell them so, and explain your objection.

当然，最好的解决办法就是家长将暴力节目从孩子的节目单中剔除。要记住电视机的锁定装置能确保某些频道收不到。如果你对某些节目不满意，不想让孩子们看，那你应尽量与孩子们解释原因。如果孩子正在看一个节目，你发现有些行为是你所反对的，你应该告诉他们并解释其原因。

The Center for Early Education and Development's publication "How Can I Guide My Child's TV Viewing?" lists psychologist John Murray's recommendations for actions parents can take to deal with violent programs:

早期教育与发展中心出版了《我该如何指导孩子看电视？》，其中心理学家约翰·默里对家长如何处理暴力节目而采取的行动提出了以下建议：

- Watch at least one episode of each program your child watches so you know how violent it is.
- 小孩看的节目你至少也应该看一段，这样你就知道该节目的暴力程度如何。
- When you are viewing together, discuss the violence with your child. Talk about why the violence happened and how painful it was. Ask your child for ideas about how the conflict could have been resolved without violence.
- 当你们一起看电视时，和孩子讨论一下其中的暴力问题。聊一聊暴力为什么会发生，暴力带来的痛苦有多大。问问你的孩子对若不使用暴力该如何解决冲突的看法。
- Explain to your child how violence on entertainment programs is faked and what might happen if other people casually tried these same stunts.
- 向你的孩子解释娱乐节目中暴力是如何制作出来的，如果其他人都任意使用这样的特技会有什么后果发生。

- Encourage your child to watch programs with characters who cooperate and care for each other. Such programs have been shown to influence children in positive ways.
- 鼓励孩子看一些里面的角色与他人合作并关心他人的节目。这样的节目能对孩子产生积极的影响。

4. Resist Commercials

抵制商业广告

Don't expect your children to resist commercials for candy and snack foods without help from you. The ability to see through a sales pitch is learned fairly late and with difficulty. Poor eating habits can be picked up early and with ease. Advertisers have market researchers, writers, producers, and saturation campaigns with big budgets on their side. When your children request foods and toys advertised on television, teach them that television makes them want things they don't necessarily need and that may even be harmful. Help the child analyze commercials. Note the exaggerated claims, and the fact that the makers of the product pay for advertising.

别奢望孩子能在没有你的帮助下抵制住糖果和零食广告。孩子们要很晚也很难才能看清广告的目的是促销其产品。不良的饮食习惯很早就能轻松形成。广告商有市场调查员、作家、制作人以及市场开发活动，这些都有充裕的资金作支持。如果孩子们要求买电视上广告的食品和玩具，告诉他们广告只是想让他们买他们并不一定需要的东西，这些东西甚至有可能还有害。帮助孩子分析广告。一定要注意电视上的宣传太夸张以及产品的制造商是为广告付了钱的这一事实。

5. Express Your Views

表达你的观点

The most effective way to change commercials or programs is to call your local television station. When you are offended or pleased by something on television, let the station manager know. Write or call the **network** or the program's sponsor. Stations, networks, and sponsors are all concerned about the effects of television on children and are responsive to parents' concerns. Be specific. Don't call or write just to complain. It is also important to voice your approval. Programs you like may not have high ratings, and your support may help keep them on the air.

改变商业广告或节目的最有效的方式就是直接打电话到当地的电视台。不管你对电视节目满意还是不满意都要让电视台的领导知道。写信或打电话去广播电视网或节目的赞助商。电视台、网络、赞助商都与电视对儿童的影响有关，他们都要对家长的反应做出回应。家长也应视具体情况而定。不要一味地打电话或写信去抱怨。表达你对节目的认可也很重要。你喜欢的节目可能没有很高的收视率，所以你的支持能帮助它继续播出。

If you feel a commercial is inaccurate or misleading, write down the name of the product, the channel, the time you saw the commercial, and a brief description of your concern. Then call your local Better Business Bureau with this information, or send it to the Children's Advertising Review Unit, Council of Better Business Bureaus, Inc., 845 Third Avenue, New York, NY 10022.

如果你觉得广告不正确或起误导作用，你可以写下广告产品的名称、播出频道、播出时间以及你的看法的简要说明。然后再打电话到当地商业局或写信到纽约第三街区 845 号商业局委员会儿童广告评审单位，邮编是 10022。

6. **Get Help**

求助

Action for Children's Television (ACT, 20 University Road, Cambridge, MA 02138) has been a leading public interest group.

“儿童电视行为”一直是一个主要的公众权益团体。

This ERIC Digest was adapted from two publications: (1) "How Can I Guide My Child's TV Viewing?" from the Center for Early Education and Development of the University of Minnesota, and (2) "Television and the Family," Copyright 1986, American Academy of Pediatrics. Reprinted with permission.

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