

MEDIA CHARACTERS FOR YOUNG CHILDREN (2-6)

Important Facts

Characters from films, books, audio plays, apps, and advertisements help children make sense of the world around them. They can also support and accompany children in coping with their personal development and developmental tasks. Children form one-sided emotional connections with media characters. At this age they still cannot distinguish between reality and fantasy.

It is therefore important for parents to accompany their children's media use and help them process their media experiences. The recommended media-related parenting approaches for this age group is co-viewing.

Important Terms

- Media characters = characters from films, books, audio plays, apps and advertisements.
- Parasocial relationships = relationships that occur when you experience a one-sided, emotional attachment with a fictional character or media personality.
- Co-viewing = when parents watch media (such as TV or videos) together with their children
- Developmental tasks = tasks that arise at or about a certain period in life, unsuccessful achievement of which leads to inability to perform tasks associated with the next period or stage in life.)

Get in Touch



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