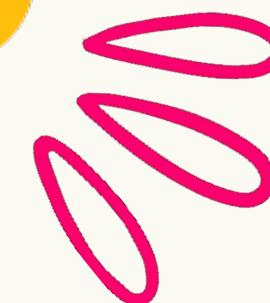


Media  Parents

MEDIA CHARACTERS AND YOUNG CHILDREN

2-6 years



Parent Evening Outline

- 1) Media Characters – Their Importance and Influence
- 2) Media Characters as Role Models
- 3) The Role of Parents
- 4) Recommendations

The Importance and Influence of Media Characters

- Media characters enrich the variety of children's experiences
- Media characters as identification figures
- Media characters in advertising

Media Characters as Role Models

- Children in this age group cannot distinguish properly between **reality and fantasy**. What they see in the media is very real to them.
- Benefits of Media characters for children:
 - **Developing empathy**
 - **Understanding others**
 - **Learning to accept and express emotions**
 - **Learning about morals**
 - **Learning about the consequences of negative behaviours**

The Role of Parents

- Co-viewing
- Select appropriate content
- Apply new knowledge in the real world
- Create balance between real-life role models and media characters
- Learn about children's interests
- Model healthy media use

Recommendations

I. Choose the right media

II. Be aware of the influence of media characters

- Why do children like media characters?
- What can media characters help children with?
- What are the benefits of negative characters for children?

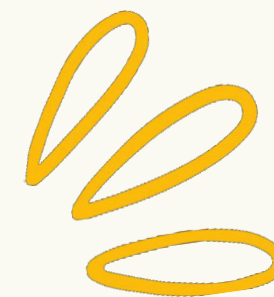
III. Engage in media consumption with your children

- Co-view
- Scaffold
- Discuss media consumption and its content

Sources

- I. MediaParents <https://mediaparents.eu/>
- II. Kit@ project <https://kita-project.eu/sk/home-sk/>
- III. <https://littlesunshine.com/fact-vs-fiction-learning-the-difference-between-make-believe-reality/>
- IV. <https://www.npr.org/2019/07/21/742168987/parents-sometimes-youre-the-problem-when-it-comes-to-tech-use>

Thank You



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Peter Smith – Media Consultant

+420 123 456 789

peter.smith@email.com