

Make the **Media work**



for **YOU**

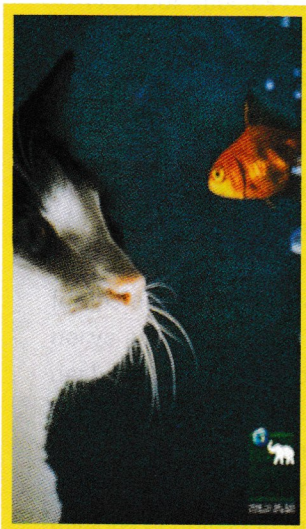
好好利用 媒体

You worry about the values your children are picking up from TV? Here are your options: Do without a TV altogether, Strictly restrict them to one programme a day, or Use television as a tool for learning and discussing.

您是否会为孩子看电视, 接受不良思想而感到担心? 如果是这样, 您大从下列中选一种作法: 第一、不装置电视; 第二、限制孩子每天只能看一个电视节目; 第三、利用电视作为孩子学习和讨论的工具。

Not too long ago, our great-great-grandparents, great-grandparents and maybe even our own grandparents sat around the kampong square and listened to stories about friendship and love, courage and loyalty. They absorbed the values, beliefs and wisdom passed down through the generations in these delightful tales.

Today, our children are bombarded by a host of images and sounds through the television, radio, the internet and the written media. There has been much concern over the negative impact of media on the impressionable minds of our young.



This is a valid concern in view of the rash of violent, sexual images and sounds that assail our senses. If parental discretion is not exercised, children can run the risk of being negatively affected by the graphic images or unhealthy values transmitted through the media.

We should not, however, to use an old cliché, throw the baby out with the bathwater. The media remains a useful tool for conveying information and ideas. It has a wide outreach and can effectively connect different cultures and

civilisations in a matter of seconds.

For our young, the media has the advantage of multisensory appeal which is able to sustain their interest and attention. Television and computer animation, in particular, through their visual images, cut across

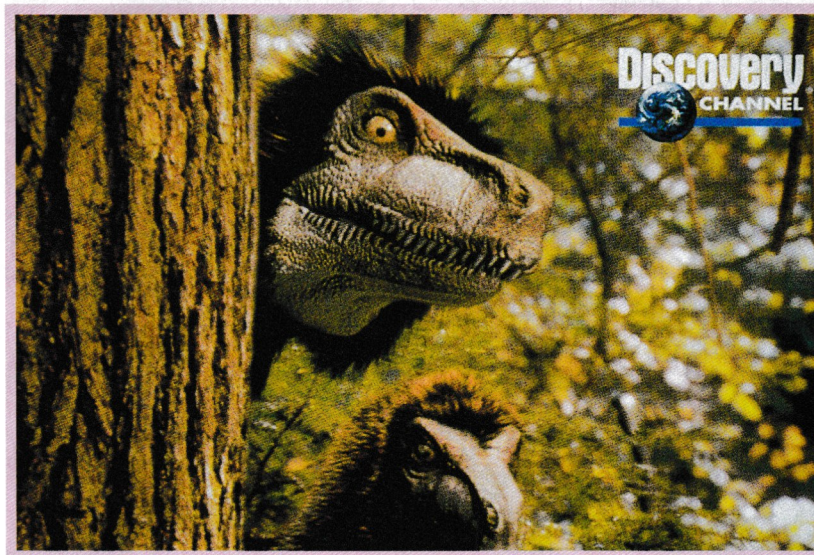


language barriers and can be useful tools for teaching children who have yet to grasp languages effectively.

Such educational programs present words and concepts in a creative and innovative way that makes learning fun and enjoyable. The multisensorial form in which such information is presented may in fact enhance the learning and retention of the information. An example is the letter-joining sequences in *Sesame Street* in which it is demonstrated visually that "T" and "rain" makes "train" as the two parts of the word move closer and closer together.

我们的祖辈在闲暇之余, 聚集在乡村的小场地聊天, 或听讲古先生谈天说地。他们叙述世间的爱恨情愁与忠孝仁义。旁人从这些世代相传的故事里, 汲取了先人的价值观、思想及智慧。

来到今天, 孩子们被电视、广播、互联网和报刊里的影象和声音所轰炸。许多人因此担心, 年轻小朋友会不会耳濡目染受媒



体的不良意识所影响。这并非杞人忧天, 我们每天从媒体那儿接触到的暴戾、性感的画面和声音。如果父母失去了分寸, 孩子就可能受媒体传送过来的不良影象或价值观所影响。

不过, 套句老话, 我们不应一条竹竿打翻全船人。媒体在传达信息和思想方面仍然是个有用的工具。它涵盖面广, 可在瞬息间有效地连接各族文化与文明世界。

对年轻一代而言, 媒体多感官的感染力, 紧扣了他们心弦, 这是媒体占优势的地方。电视和电脑动画, 更是能通过视象, 打破语言的障碍, 成为孩子掌握语言的有效工具。

这类教育节目以富创意和创新的表现方式, 解释字义和概念, 使学习轻松有趣。以这样的多感官形式呈现资讯也让孩子更容易吸收新的知识。比如说, 《芝麻街》里头把火车“train”的字母分开为“T”和“rain”(雨)。两者越靠越近, 后来逐渐形成“train”(火车)。

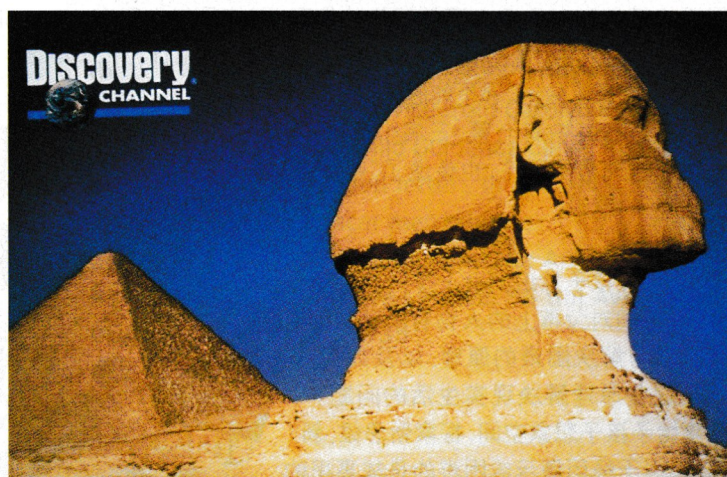
Window to the world

Through the media, children are exposed to the world around us in a way that is engaging and enjoyable. The media can effectively stimulate their interest in current affairs, history, geography, science and nature. For children who have not had the fortune to travel abroad, travel programs or articles paint a picture of what other cultures and countries are like. Children learn about war, inventions and famous people through the news,

documentaries and even drama serials. There are excellent programs for stimulating children's interest in science and children learn about the value of conserving wildlife and our environment through nature documentaries.

By exposing children to different cultures and civilisations through the media, it is hoped that they will learn the value of cultural and religious tolerance and be able to appreciate the diversity of the human race. By being exposed to other views and ways of thinking, they can learn that there are various perspectives to a single situation and open up to alternatives and new possibilities. Children may be inspired by examples of people who achieve extraordinary heights while developing compassion and empathy for those less fortunate.

Like the folktales of yore, the stories that reach our children through the media have the potential to teach good values. *Disney* programs and cartoons often have wholesome values that promote family togetherness, friendship, perseverance and hope. Even the crime-busting trio, the *Powerpuff Girls*, may convey messages such as “good triumphs over evil”, “girls can be as good or even better than the guys” or that “it's good to eat your



vegetables” as in a scene in which the *Powerpuff Girls* chomp up the invading alien broccoli.

Through stories, children learn that they are not alone in their troubles or experiences. They identify with the reel-life characters, pick up principles of problem-solving and learn to apply them in their own lives. Stories give children an imaginary space in which to explore new ideas and

possibilities. Because it is the character in the story that goes through the painful or difficult situation and not the child himself, stories give children a safe place to explore the world of feelings without being overwhelmed by their fears and insecurities.

世界之窗

通过媒体,孩子可以在轻松有趣的情况下认识周围的事物。媒体可以激发他们对时事、历史、地理、科学和大自然的兴趣。对那些还没有机会出国旅游的孩子,旅游节目或稿件给他们勾画了世界各地及其文化的轮廓。孩子通过新闻、纪录片,甚至连续剧,增进对战争、发明和名人的认识。制作认真的节目也可激发孩子对科学的兴趣,而他们也可从纪录片里,了解保护自然生态和野生动物的重要性。

通过媒体,孩子也可增进对各族文化的认识,深解各文化宗教互相容忍以及人类多元化的重要性。孩子如果能意识到别人的观点和想法,就能从不同角度看待某个情况,从而在抉择方面持更开阔的胸襟。孩子也能对那些有过人成就的人有所启发,对不幸的人产生恻隐之心。

好比古代的传说,媒体叙述的故事具有灌输价值观的潜能。迪斯尼的节目和卡通片常常带有提倡家庭凝聚力、友情、不屈不挠精神和对生活充满希望的价值观。即使是打击罪案的电视卡通人物《飞天小女警》(The Power puff Girls),也可以传达“邪不能胜正”和“巾帼不让须眉”等意识。其中有一幕,三名小女警大嚼侵略地球的外星椰菜花,也传递了“吃蔬菜有益健康”的意识。

通过故事,孩子意识到世上不只他们有苦恼。他们对荧幕上的人物有所认同,并且学习解决困难的原理、以及如何利用这些原理解决现实生活中的问题。故事给予孩子想象空间,探索新思维、新视野。由于经历痛苦或困难的是故事里的人物而不是孩子本身,这些故事也让孩子在有安全感的情况下,毫无恐惧地体验他们的感情世界。

Learn to laugh

Cartoons and sitcoms such as the *Simpsons* and *Phua Chu Kang*, imbue our children with a sense of humour and

irony, two important skills that help us to get along with other people and to cope in this unpredictable, chaotic and sometimes bizarre world. By learning to laugh at ourselves



and our problems, we learn to take things less seriously, to relax and to find strength in our human vulnerabilities.

We cannot avoid the fact that the media is an integral part of our children's lives. There are, without doubt, elements that may be controversial or harmful, but while we wish to protect our children from negative influences, we cannot simply hide our heads in the sand, hoping to avoid danger as the world goes by us. In this dynamic, globally-connected and fast-changing world, we must remain in the know in order to stay competitive and ahead.

We can, nevertheless, as parents, monitor what our children see and hear and exercise our parental authority in screening out the potentially harmful elements. We can also use the media as a platform for bonding and opening up communication channels with our children. By being interested in what our children are watching or listening to, we come closer to understanding them and building a more

intimate and trusting relationship. By participating in their activities, we find opportunities to share our own thoughts and experiences and in so doing, guide our children to form helpful and desirable values and beliefs.



学习哈哈大笑

卡通片如《阿森家族》(The Simpsons)和情境剧如《鬼马家族》(Phua Chu Kang), 让孩子了解什么是幽默和嘲弄。学会了幽默和嘲弄, 有助于孩子和别人和睦共处, 并给予他应付这个变幻莫测, 有时又奇异的混乱世界的的能力。懂得自我嘲笑和在遭受困难时能一笑置之的人, 定能看开世间事, 并且懂得松懈和从弱处寻找力量。

无可否认, 媒体已成为孩子的一个重要部分。尽管媒体包含了具争议性或有害的思想, 不过我们不可因为想保护孩子而把头钻进沙里, 以为这样就可以避开危险。在这个充满动力、环球连线、瞬息万变的世界里, 我们必须拥有知识, 才能保持竞争力, 超越他人。

不过, 作为父母, 我们可以留意孩子的所听所闻, 并使用家长的权利, 把有害的思想过滤掉。我们也可利用媒体作为同孩子沟通和增进感情的平台。父母如果孩子所接触的事物及兴趣表示关心, 将有助于了解孩子, 使彼此更贴近、更互信。如果同孩子一起参加活动, 可借机同他们分享想法和经验, 进而灌输孩子好的思想意识和价值观。

Potential positive effects of the media

- Disseminates information about the world and increases general knowledge
- Imparts academic skills like how to read, write, count, spell, etc
- Introduces new ideas and possibilities
- Teaches problem-solving and coping skills
- Passes on helpful values and beliefs
- Helps us explore feelings
- Exposes us to other cultures
- Provides a platform for relationship-building between parents and children
- Helps us relax

媒体可能带来的正面影响

- 增广见闻, 增进常识, 认识世界。
- 掌握学术技能, 如书写、阅读、数学和拼字等。
- 开拓新知识、新视野。
- 学习解决困难和应对的技巧。
- 灌输有用的思想意识和价值观。
- 体验各种情感。
- 了解其他文化。
- 了解时事。
- 作为家长和孩子建立关系的平台。
- 松懈身心。

What parents should do

Monitor and control the stimuli that your children are exposed to. Show an interest in what your children see or hear in the media; be there and do it with them.

Talk about what you see and hear with them

Be open to new ideas generated in your children by the media and discuss the pros and cons. Accept that your children may have different ideas or opinions from yourself as a result of media exposure but guide them to see your perspective.

Explain that reel-life may differ from real life and teach your children to discern and evaluate the information that they are exposed to.

家长应该做什么

监控刺激孩子感官的资讯, 对孩子通过媒体的所见所闻表示兴趣; 时常在孩子身边与他们一起活动。同他们讨论所见所闻。对孩子从媒体那儿得到的新想法持开明的态度, 甚至一起讨论这些思想的利与弊。孩子可能受媒体的影响, 和你持不同的思想和看法。对此, 您必须接受, 不过, 您大可以引导他们理解您看待事物的角度。向孩子解释荧幕上所呈现的并非现实生活, 并教导孩子如何判断及检讨他们所接收到的资讯。■ *youngfamilies*

Any Questions?

Do you have kids who cannot be prised away from the goggle box, making you worry about their overwhelming fixation with it? Write down what's bothering you and mail it to us. We'll get expert advice from **Carolyn Kee, a child psychologist from the Child Guidance Clinic, Institute of Mental Health**. Published letters in our next issue will receive Tommy and Oscar merchandise.

Send your queries to: Young Families: Any Questions? NTUC Media Co-operative Limited, 55 Ubi Ave 1, #08-05/06, Singapore 408935

你有困难吗?

您的孩子是否不肯离开电视半步, 使您担心他迷上了电视而不能自拔? 请写下困扰您的问题然后寄给我们。我们请来了心理卫生学院儿童心理诊所的儿童心理学家纪晓音为您排忧解难。刊登后, 发信人将获赠Tommy and Oscar的商品。

请把信件邮寄:《年轻家庭》: 你有困难吗? NTUC Media Co-operative Limited, 55 Ubi Ave1, #08-05/06, Singapore 408935