REFERENCES

- Abelman, R (1987) Child giftedness and its role in the parental mediation of television viewing. Roeoper Review, 9(4), 217-220, 246
- Abrol, U, & Khan, N. (1993) Impact of television on life style of children. In A K. Srivastava (Ed), Reseraches in child and adolescent psychology · Seminar readings (pp.80-89). New Delhi: NCERT.
- Abrol, U., Thaper, V., Khan, N., & Srivastav, P (1991). Television viewing among children of Delhi schools NIPCCD Technical Bulletin, (4)
- Aday, S. (1996, October, 24). Newspaper coverage of children's television (Report Series No 7) Philadelphia, PA University of Pennsylvania, The Annenberg Public Policy Center.
- Agenta, D.M., Stoneman, Z., & Brody, G.H. (1986) The effects of three different television programs on young children's peer interactions and toy play <u>Journal of Applied Developmental</u>

 <u>Psychology</u>, 7(4), 355-371.
- Agrawal, B.C (1987). Television expansion and the Indian child A historical perspective. In B.C. Agrawal, & M.B. Aghi (Eds.),

- Television and the Indian child: A handbook (pp.3-9). New Delhi UNICEF.
- Agrawal, B.C., & Aghi, M.B. (Eds.) (1987). <u>Television and the Indian Child</u>. A Handbook. New Delhi. UNICEF.
- Alvarez, M., Huston, A.C., Wright, J.C., & Kerkman, D. (1988).

 Gender differences in visual attention to television form and content. Journal of Applied Developmental Psychology, 9, 459-475.
- Anderson, D.R., Choi, H.P., & Lorch, E.P.(1987). Attentional inertia reduces distractibility during young children's TV viewing. Child Development, 58, 798-806
- Anderson, D.R., Lorch, E.P., Field, D.E., Collins, P.A., & Nathan,

 J.G., (1986) Television viewing at home. Age trends in

 visual attention and time with television. Child

 Development, 57, 1024-1033.
- Anderson, D.R., Lorch, E.P., Field, D.E., & Sanders, J. (1981) The effects of TV program comprehensibility on preschool children's visual attention to television Child Development, 52, 151-157
- Angeles Bautista, F. (1995, March 12-17) <u>Transnational TV · The</u>

 filipino child's window to the world but whose world? [On-

- line]. Paper presented at the World Summit on Children and Television, Mellourne, Australia. Available: PCTVF Research Archive: Transnational TV.
- Atkin, C.K., & Greenberg, B.S. (1977). Parental mediation of children's social behavior learning from television. [On-line]. Paper presented at the Annual Meeting of the Association for Education in Journalism, Madison, Wisconsin, USA. Abstract from: ERIC Item: ED151808
- Atkin, D., Greenberg, B.S., & Baldwin, T.F. (1991). The home ecology of children's television viewing: Parental mediation and the new video environment. Journal of Communication, 41(3), 40-51.
- Bahal, A. (1995, December). Startling revelations Outlook, pp.62-63.
- Baharudin, R., & Luster, T. (1998, July). Factors related to the quality of the home environment and children's achievement. Journal of Family Issues, 19(4), 375-403
- Balasubramanya, A S., & Kiranmai, B.K. (1990, July-August). Does TV affect school performance? Vidura, 15 - 17

- Barcus, F.E. (1973) Concerned parents speak out on children's television. [On-line]. Action for Children's Television,

 Boston, MA Abstract from ERIC Item: ED 084860
- Beere, S (1990) <u>Television and children</u> Annual Review of BBC Broadcasting Research Findings (No.16, pp 23-31).
- Bronfenbrenner, U (1979). The ecology of human development

 Ca.mbridge Harvard University Press.
- Bronfenbrenner, U (1989). Who cares for children? Notes,

 comments...(188). Paris: Unit for cooperation with UNICEF

 and WFP
- Chaudhary, S. (1990, April-June). Television in the life of school adolescents A study. New Frontiers in Education, 20(2), 221-227
- Chaudhary, S. (1995). Television viewing pattern of adolescents

 (15-18 years) in relation to selected personal-social variables

 Unpublished M.Phil dissertation, The Maharaja Sayajirao

 University of Baroda, Baroda.
 - Chaudhary, S. (1999). <u>Television viewing pattern in relation to perception of family role portrayals and consumer behaviour among adolescents (15-18 years)</u>. Unpublished doctoral

- dissertation, The Maharaja Sayajirao University of Baroda, Baroda.
- Collins, W.A. (1983). Cognitive processing in television viewing In

 E. Wartella, & D.C. Whitney (Eds.), Mass communication

 review year book: Vol. 4 New Delhi: Sage.
- Condry, J. (1989). <u>The psychology of television</u>. New Jersey

 Lawrence Erlbaum
- Costabile, A., Genta, M.L., Zucchini, E., Smith, P.K., & Harker, R. (1992) Attitudes of parents toward war play in young children. Early Education and Development [On-line], 3, 356-369 Available: webmaster @ www.journals. uchicago.edu
- DeFleur, M.L., & Ball-Rokeach, S. (1975). Theories of mass communication. New York: Longman.
- Dharurkar, V L (1997) Cable/satellite television and ethnic culture

 In M.R. Dua, & T. Manonmani (Eds.). Communication and

 culture New perspectives and applications. New Delhi

 Galgotia.
- Fishbein, H.D (1984). The psychology of infancy and childhood

 Evolutionary and cross cultural perspectives, New Jersey

 Lawrence Elabaum Aus, pp.348-367.

- Fry, D.L., McCain, T.A. (1980). Controlling children's television

 viewing: Predictors of family television rules and their

 relationship to family communication patterns. [On-line].

 Paper presented at the Annual Meeting of the Association for

 Education in Journalism, 63rd, Boston, MA. Abstract from:

 ERIC Item No.: ED 193696
- Gallegos-Butters, A.M. (26/12/98). <u>Learning from television</u>. [On-line]. Abstract file: Eet fvc.htm Article Template
- Gantz, W. (1982). Television the surrogate parent: Uses and correlates of television as babysitter. [On-line]. Paper presented at the Annual Meeting of the Association for Education in Journalism, 65th, Athens, OH. Abstract from:

 ERIC Item: ED 218650
- Gantz, W., & Weaver, J.B., III. (1984). Parent-child communication
 about television: A view from the parent's perspective. [Online]. Paper presented at the Annual Convention of the
 Association for Education in Journalism and Mass
 Communication, Gainsville, FL, USA. Abstract from: ERIC
 Item No. ED265840
- Gerbner, G., Goss, L., Morgon, M., & Singnorielli, N. (1981) The mainstreaming of America: Violence profile No.11. In G.C.

- Wilhoit, & H. de Bock (Eds), Mass communication review year book . Vol. 2. New Delhi Sage
- Gill, R (1986) Television for children in India Social Change, <u>16(1)</u>, 49-54
- Goldsmith, E (1987). Differences in reciprocal peer social relatons among children who view low, moderate and high amounts of television. Home Economics Research Journal 15(4), 207-214
- Greer, D, Potts, R, Wright, JC, & Huston, AC (1982) The effects of television viewing commercial form and commercial placement on children's social behaviour and attention. Child Development, 53, 611-619
- Gunter, B., & Stipp, H (1992) Attitudes about sex and violence on television in the United States and in Great Britain A comparison of research findings, Medien Psychologie, 4, 267-286
- Hada, M (1993) As they see it Child's (9-12 years) television viewing pattern and perception of family role portrayals in the prime time serials on Doordarshan and in reality. Unpublished master's thesis, The Maharaja Sayajirao University of Baroda, Baroda

- Hawkins, R.P., Ho, K.Y., & Pingree, S. (1991). The ups and downs of attention to TV Communication Research, 18(1), 53-76.
- Homberg, E. (Ed.). (1978). <u>Pre-school children and television: Two studies carried out in three countries</u>. [On-line]. New York:

 K.G. Saur. Abstract from: ERIC Item: ED176853
- Huston, A.C., et al. (1983) Family environment and television use

 by preschool children. [On-line] Paper presented at the

 Biennial Meeting of the Society for Research in Child

 Development, Detroit, MI. Abstract from ERIC Item

 ED230293
- Huston, A.C., Watkins, B.A., & Dunkel, D. (1989). Public policy and children's television. American Psychologist, 44(2), 424-433.
- Huston, A.C., & Wright, J.C. (8/1/99). <u>Television and socialization</u>
 of young children [On-line]. U.S.A.: University of Kansas,
 Department of Human Development, Center for Research on
 the Influences of Television on Children (CRITC) Available
 Cyfcec @ maroon.tc.umn.edu
- Huston, A.C., Wright, J.C., Rice, M.L., Kerkman, D., & St. Peters, M. (1990). Development of television viewing patterns in

- early childhood: A longitudinal investigation <u>Developmental</u>

 Psychology, 26(3), 409-420.
- India Today (1995, July 15) pp 87.
- Keats, D.M. (1985). Cognitive development. In C. Suvannathat, D

 Bhanthumnavin, L. Bhuapirom, & D.M. Keats (Eds.),

 Handbook of asian child development and child rearing

 practices (pp 101-120). Thailand Behavioral Science

 Research Institute.
- Khurana, B.K., Krishnaswamy, C, & Malik, S (1987). Impact of television on children. In B.C. Agrawal, & M.B. Aghi (Eds.),
 <u>Television and the Indian Child. A handbook</u> (pp 45-51) New Delhi. UNICEF.
- Kodaria, S.I. (1989). Children and television in the home. The impact of multi-media development. NHK Monthly Report on Broadcast Research, 39(8), 38-47.
- Kodaira, S.I. (1990). The development of programmes for young children in Japan. <u>Journal of Educational Television, 14(3)</u>, 127-150
- Kuppuswamy, B (1984). A textbook of child behaviour and development (4th ed.), New Delhi . Vani Educational Books.

- Kyotomaki, J. (1998). Parental control and regulation of school children's television viewing. Nordicom Review, 19(2), 49-62
- Lam, P.Y.Y. (1978). Influence of television commercials on young children [On-line]. Unpublished master's thesis, North Texas State University, Texas, U.S.A. Abstract from ERIC Item ED156326
- Levin, D.E., & Carlsson-Paige, N. (1994) Developmentally appropriate television: Putting children first. Young Children, 49(5), 38-45.
- Macdonald, N.S (1992). Making T.V. environmentally safe for children. Childhood Education, 68(4), 229-230
- Mahajan, A.J., & Luthra, N. (1993). <u>Family and television</u>. New Delhi: Gyan Publishing House
- Manral, K. (1996, August 25). Target a child, get a consumer for life The Sunday Times of India Review, pp. 1
- Manrow, S (1990). <u>Television viewing pattern of children (6-12 years)</u> with reference to selected personal social variables

 Unpublished M.Phil. dissertation, The Maharaja Sayajirao

 University of Baroda, Baroda.
- Mason, J. (1996) Qualitative researching. London · Sage. pp 88

- Mayuri, K (1993) <u>Female portrayals on Doordarshan: Viewer's</u>

 <u>perceptions</u> Unpublished doctoral dissertation, The Maharaja

 Sayajirao University of Baroda, Baroda
- Mayuri, K, & Mohite, P. (1992). Television: Children's viewing patterns Social Change, 22(4), 55-64.
- McKenzie, T.L., Sallis, J.F., Nader, P.R., Broyles, S., & Nelson,
 J.A. (1992). Anglo-and Mexican-American preschoolers at home and at recess. Activity patterns and environmental influences. Developmental and Behavioural Pediatrics, 13, 173-180.
- Miller, P.H (1993). <u>Theories of developmental psychology</u> (3rd ed.) New York: W.H. Freeman & Co
- Mohanty, B B (1987) Parameters for national telecasting policy related to children In Report on the National Seminar on Television and Child Development (pp.59-69) New Delhi NIPCCD
- Mohanty, J (1989) Educational broadcasting: Radio and television in education New Delhi: Sterling
- Murray, JP, & Kippax, S. (1981). Television's impact on children and adults In GC. Wilhoit, & H. debock (Eds.), Mass

- communication review year book: Vol.2, (pp.582-597). New Delhi: Sage.
- Murray, J.P., & Lonnborg, B (1995) Using TV sensibly. Children

 and television [On-line] Cooperative Extension Service,

 Manhattan, Kansas. Available E-mail: Cyfcec @ maroon tc

 umn.edu
- Mushtaq, M.(1997). Exploring home television environment of young children. Unpublished Masters dissertation, The Maharaja Sayajirao University of Baroda, Baroda.
- NHK Public Opinion Research Institute (1981). TV in the lives of children from 0 to 6 years old. Tokyo: Japan Broadcast Publishing
- Nordicom statistics (1997). Media Trends in Denmark, Finland,

 Iceland, Norway & Sweden 1997. [On-line] Available E-mail

 eva gidsater@nordicom gu.se
- Packard, V. (1988, August). Warning: TV can be hazardous to children. Reader's Digest, 133, 37-39
- Phatak, A.B., & Singh, V.V. (1986). Television and students

 Journal of Indian Education, 12(3), 39-43.
- Pinon, M.F., Huston, A.C., & Wright, J.C. (1989). Family ecology and child characteristics that predict young children's

- educational television viewing. Child Development, 60(4), 846-856
- Rogge, J.V., & Jensen, K., (1988). Everyday life and television in

 West Germany: An empathic interpretive perspective on the

 family as a system. In J Lull (Ed), World families watch

 television (pp. 81-115). Newbury Park: Sage.
- Rubin, A.M. (1982). Developmental changes in children's television

 viewing behaviors and attitudes. [On line]. Paper presented at

 the Annual Meeting of the Speech Communication

 Association, Louisville, KY. Abstract from ERIC Item

 ED222955
- Saloman, G. (1973). Effects of encouraging Israeli mothers to coobserve Sesame Street with their five-year-olds [On-line]

 Abstract from: ERIC Item. ED 086174
- Seedonrasmee, W. (1985). Creativity. In C. Suvannathat, D

 Bhanthumnavin, L. Bhuapirom, & D.M. Keats (Eds.),

 Handbook of asian child development and child rearing

 practices (pp.159-166). Thailand Behavioral Science

 Research Institute.

- Shah, S (1996) <u>Television viewing pattern of young children.</u>

 Unpublished master's thesis, The Maharaja Sayajirao

 University of Baroda, Baroda
- Shastri, J (1992). Television viewing pattern, academic performance

 and selected cognitive skills of primary school children

 Unpublished M.Phil. dissertation, The Maharaja Sayajirao

 University of Baroda, Baroda.
- Shively, J.E., & et al., (1975). A television survey of Appalachian parents of preschool children [On-line]. Appalachia Educational Lab., Charleston, WV Abstract from ERIC Item : ED127024.
- Singer, D.G., & Singer, J.L. (1984). Parents as mediators of the child's television environment. [On-line]. Educational Media

 International.(4), 7-11. Abstract from: ERIC Item ED

 296718
- Singer, J.L., & Singer, D.G. (1981). <u>Television imagination and aggression</u>: A study of preschoolers. Hillsdale, N.J. Erlbaum
- Singer, J.L., Singer, D.G., Desmond, R., Hirsch, B., & Nicol, A.

 (1988) Family mediation and children's cognition of

- television: A longitudinal study <u>Journal of Applied</u>

 <u>Developmental Psychology</u>, 9(2).
- Sinha, D. (1982). Sociocultural factors and the development of perceptual and cognitive skills. In E.W. Hartup (Ed.), Review of child development reasearch · Vol.6. (pp:441-472)

 Chicago: University of Chicago Press
- St.Peters, M., et al., (1988, March 17-19). Television and families:

 What do young children watch with their parents? [On-line].

 Paper presented at the meeting of the Southwestern Society
 for Research in Human Development, New Orleans, LA, USA.

 Abstract from: ERIC Item ED291529
- St.Peters, M., et al. (1989). Television and families: Parental coviewing and young children's language development. [Online]. Paper presented at the Biennial Meeting of the Society for Research in Child Development, Kansas City, MO Abstract from: ERIC Item: ED 312040
- St. Peters, M., & et al. (1991a). Media use among preschool children as a function of income and media options. [On-line] Paper presented at the Biennial Meeting of the Society for Research in Child Development, Seattle, WA, USA. Abstract from ERIC Item No. ED 357816

- St. Peters, M., Fitch, M., Huston, A.C., Wright, J.C. & Eakins, D.J.

 (1991) Television and families: What do young children

 watch with their parents? Child Development, 62,(6), 1409
 1423.
- Stanger, J.D., & Jamieson, K.H. (1997). <u>Television in the home</u>

 The 1997 survey of parents and children Philadelphia, PA

 University of Pennsylvania, The Annenberg Public Policy

 Centre
- Stanger, J.D., & Jamieson, K.H. (1998) <u>Television in the home</u>

 1998: The third annual national survey of parents and children. Philadelphia, PA: University of Pennsylvania, The Annenberg Public Policy Center.
- Stein, A.H., & Friedrich, L.K. (1975) Impact of television on children and youth. In E.M. Hetherington (Ed.), Review of Child Development: Vol.5 (pp. 183-256). Chicago University of Chicago Press.
- Sweet, D., & Singh, R (1994). TV viewing and parental guidance

 [On-line]. Education Consumer Guide, (10). Abstract from

 ERIC Item No. ED 374922

- The television habits of preschoolers. (1994). Couch Potato

 Chronicles [On-line] 2(4). Available: Cyfcec@maroon tc.

 umn.edu
- The Times of India: Baroda Times. (1999, June 8). Small screen's satya, pp.4.
- Truglio, R.T., Murphy, K.C., Oppenheimer, S., Huston, A.C., & Wright, J.C (1996). Predictors of children's entertainment television viewing: Why are they tuning in? <u>Journal of Applied Developmental Psychology</u>, 17, 475-493.
- TV viewing and parental guidance. (1994, October) Education

 Consumer Guide [On-line].(10). Available. Cyfcec @

 maroon.tc.umn.edu
- TV viewing for long hours is injurious to children: study (1997, March 3). Times of India, p.7
- Unnikrishnan, N, & Bajpai, S. (1995). The impact of television advertising on children. New Delhi Sage
- Van Evra, J. (1998). <u>Television and child development</u> (2nd ed.)

 New Jersey: Lawrence Erlbaum Associates
- Wartella, E (1980). Children and television The development of the child's understanding of the medium In C. Wilhoit, & H

- DeBock. (Eds.), <u>Mass-Communication Review Yearbook</u> (vol.1). Beverley Hills, CA: Sage.
- Watkins, B.A., Calvert, S.L., Huston Stein, A., & Wright, J.C. (1980). Children's recall of television material: Effects of presentation mode and adult labeling. <u>Developmental</u>

 <u>Psychology</u>, 16, 672-674.
- Webster, et al. (1982) Children's television viewing as affected by contextual variables in the home. [On-line]. Abstract from:

 ERIC Item: ED 260484
- West, J., et al. (1992). Home activities of 3- to 8- year olds

 Statistics in brief. [On-line] Westat, Inc., Rockville, MD.,

 National Center for Education Statistics (ED), Washington,

 D C Abstract from: ERIC No. ED341513
- Wilson, P.M., & Christopher, F.S. (1992, Winter). The hometelevision environment: Its implications for families <u>Journal</u> of Home Economics, 27-31
- Winn, M (1985) The plug-in drug. New York. Penguin.
- Wright, J.C., St.Peters, M., Huston, A.C. (1990). Family television use and its relation to children's cognitive skills and social behavior. In J. Bryant (Ed.), Television and the American family. Hillside, NJ: University of Alabama.

Yadava, J.S., & Reddi, U.V. (1988). In the midst of diversity

Television in urban Indian homes. In J. Lull (Ed.), World

families watch television (pp.116-135). New Delhi Sage