

## **ABSTRACT**

The objective of the present research was to explore the home television environment of preschool children. The sample consisted of 388 children, 3 to 6 years old, boys and girls, belonging to middle class families. Data on television viewing pattern was gathered from the parents of the 388 children through questionnaires. From the group of 388 children, a subsample of 40 children was selected. These 40 children were observed in family settings while they were viewing television. Their parents were interviewed to obtain opinions about television as a medium, and its influence on their children. The 40 children were interviewed to know their preference for television viewing as an activity. Focus group interviews were conducted in two groups, for 17 preschool teachers of these children. The purpose was to obtain teachers' opinions about influence of television on the children. The data was analysed quantitatively and qualitatively. The results revealed that children on an average viewed television for 1:22 hours per day. Grade in school to which children belonged significantly influenced duration of viewing, with children in higher grade viewing more television than nursery grade children. The favorite channels of the children were Cartoon Network and Discovery and their favorite programs were

cartoons, commercials, and children's programs. Parents' choice of programs did influence children's viewing pattern. Majority of the parents reported that they did not have any rules for children for television viewing. In-depth analysis revealed that parents did regulate the content of television viewed by children, though on-the-spot mediation of programs by parents was less. Both parents and teachers felt that television was advantageous, as well as disadvantageous for children. These group of preschool children were moderate television viewers. Television did not lead to displacement of any important activity of the children.