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FACULTY: SOCIAL POLITICS AND THE WELFARE OF CHILDREN, MA

**TITLE OF SUBJECT: CHILDREN WATCHING TV IN THEIR FREE
TIME AND NON-PEDAGOGICAL IMPACTS**

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INTRODUCTION

According to a lot of researches, for children the watching of TV is one of the fundamental activities in their free time. But if it is one of the main activities in their free time, at the same time it also shows that it is one of the fundamental factors in functional education and the development of their system of values. More specifically said as the author says, "There are many circumstances of free time, content, activities and events that should be articulated pedagogically and be presumed in an educative way (Previshiq, V, 2000.page.406).

When talking about the impact of television on children's free time we should know that television is a very broad field science that means it requires more interdisciplinary approach to sciences such as psychology, pedagogy, sociology, medical sciences, etc. Therefore media pedagogy should include the entirety of pedagogical considerations, researches and instructions and the practice implementation of these instructions on purpose for optimal use of the media, or the television specifically. Therefore, watching television by children must be under parental control in both terms of choosing the content of programs and also the optimal timing to provide positive pedagogical impacts.

Unfortunately, there hasn't been made any researches on the impact of TV on the free time of pre-school children in Kosovo. Therefore, my intention in this paper is to give a modest contribution to enlightenment the TV impact among pre-school children in the city, town and villages that we will take the sample.

CONCLUSION

The issue of watching television by children and its advantages and disadvantages it's a special and complicated topic which unfortunately isn't enlightenment in Kosovo. There is no dilemma that the watching of television by children is conditioned by social-cultural district where the children live and social-economics status as well, the degree of parental education and parental employment, attitudes, styles of parental education, the group of peers etc. Also by the impact of TV it depends on the characteristics of the individual: age, gender, special needs and the impact of other factors such as educational, family, school, media and others.

Considering the amount of time that children watch the TV and parental control in Kosovo in future researches there should be asked more questions, such as: Communication of children with family members, friends and other adult persons for television content before and after watching the TV, addiction on television and other activities during the free time, planning and implementation of media education.

Based on the results obtained from the research I conducted with parents for their opinion on the impact of television on children and pedagogical implications of children in preschool age 4-5, 5-6 in Prishtina and in Podujeva and in two villages of Podujeva.

1. Realization of my research definitely proved that children spend approximately 4 hours in front of the TV.
2. In general we can say that advertising has a huge impact on children.
3. In general we can say that parents rarely stay with their children while they are watching the TV.
4. We prove that most children mimic the violent behavior they see on TV.
5. According to the data we can conclude that in general parents are not aware of the positive and negative effects of television.