

Study “Uncle Pourang Program” Effectiveness on Children Education from Parents' View

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Abstract

The main purpose of this research is to study “uncle Pourang program” effectiveness on children education in parents' viewpoint in Tehran. The method of this survey is applied- oriented and data collection method is descriptive. The population of this research is all elementary school students' parents in Tehran district 6. Cochran formula indicated that the sample of this study is about 400 families living in this district. The research findings showed that majority of parents consider this program as instructive one and believe that its content is in accordance with their training procedures. Many of parents also emphasized on watching TV useful programs with their children would be fruitful. The positive result of applying show, poem and music as well as ethnic accents in this program are other subjects that parents have pointed out.

Keywords: children program, effectiveness, teaching, parents, entertainment

Introduction

In mass communication scientists' point of view, a media like television with its powerful impact in fields of watching and hearing has a specific place in audience's attitude. Relationship-oriented sociologists emphasize on the powerful impact of media like television rather than other Medias (such as press, cinema, etc.) and sometimes consider television as “media with social complicated structure” and put it at high level. According to media researchers' belief, television has been introduced since 1950 as a common means. Families accepted it soon and let it enter into their family environment (Ezazi, 1373; pp 52-56). This media (television) has also an advantage that causes it to be prolonged among all audience of societies. Unlike press that their readers must be educated and or in some parts should have high culture, TV is the best media for low educated or illiterate people in any society. In addition, the technical elements of “image” and “sound” are mixed with each other and with combination of color and light, produce another world for audience in order to provide them with possibility of election and decision making (the mentioned source, pp 38-44). So we can say that TV may have significant effect on children because their minds would accept almost everything. This survey is done in order to study “uncle Pourang program” effectiveness on children education in parents' viewpoint in Tehran. It is expected that results achieved through this survey, can be useful for those who are concerned with children's programs.

Methodology

The method of this research in terms of purpose is practical (applied) and data gathering is descriptive and correlation type. The population of this study includes 28900, all who live in

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Tehran district six. Samples are selected by the use of Morgan Table as well as Cochran formula includes 400 people. Sampling method is simple random. Face and content -related validity was obtained by using the available sources and connoisseurs' opinions and their validity through tentative execution and calculation of Cronbach's Alpha coefficient was equal to 0.87

Results and Discussion

The first hypothesis of this study is; it seems that there are significant relationship between content of "Uncle Pourang" program and children's learning of social acts like respecting parents, making friend, respecting teachers, following law, etc. To examine this hypothesis, two dimensional tables are designed to study the relationship between variables, and also the meaningful test of "Spearman" correlation is used. The analysis of relation between preach of social behaviors among the program content and achievement of social behaviors by children through "Uncle Pournag" program content is considerable in the following tables.

Table one: Study the relationship between preaching social behaviors in "uncle Pourang" program content and achievement of social behaviors through content of this program by children.

Total	Achievement of social behaviors by children through "uncle pourang" program				frequency	Very much	Agreement with applying ethnic accents in "uncle pouring" program
	A little	somewhat	much	Very much			
154	9	35	49	61	frequency	Very much	Agreement with applying ethnic accents in "uncle pouring" program
100%	1.9%	14.4%	32.7%	.51%	percent		
164	11	77	35	41	frequency	somewhat	Agreement with applying ethnic accents in "uncle pouring" program
82	6	34	25	17	frequency		
100%	22.8%	69.6%	7.6%	0%	percent	much	Agreement with applying ethnic accents in "uncle pouring" program
400	26	146	109	119	frequency		
100%	21.4%	39.6%	24.7%	14.3%	percent		

The amount of statistic equals to . /750 and its significance level equals to . /000. Since the significance is less than . /1, so there are positive and meaningful relationship between "uncle Pourang" program content and children social behavior's learning of respecting parents, making friend, respecting teachers, obeying law, etc. so, the content of this program affects children's learning of social behaviors. Also, these two variables relationship are high.

total		Without answer		frequency		Significant level	statistic	statistic
percent	frequency	percent	Frequency	percent	frequency			
100%	400	2.5%	15	97.5%	385	. /000	. /750	Spearman

The second hypothesis indicates that there is meaningful relationship between "uncle Pourang" program content and parents' teaching- bringing up acts. In order to study this hypothesis, two dimensional tables are designed to examine the variables and also the meaningful test of "Spearman" Correlation is applied. The relationship between preaching the social behaviors of "Uncle Pourang" program content and their relation with parents training procedure are located in following tables.

Table 2: Study the relationship between preaching social behaviors in “uncle Pourang” program content and their matching with parents training acts.

total	Accordance of different parts of “uncle pourang program with parents training procedure					frequency	Very much	Preaching social behaviors in “uncle pouring” program content
	A little	somewhat	much	Very much	percent			
154	4	16	36	57	frequency	Very much	Preaching social behaviors in “uncle pouring” program content	
100%	3.9%	14.6%	31.7%	.55%	percent			
155	14	73	55	13	frequency	much	Preaching social behaviors in “uncle pouring” program content	
100%	9.1%	47.4%	35.7%	78%	percent			
81	17	40	16	8	frequency	A little	Preaching social behaviors in “uncle pouring” program content	
100%	21.5%	50.6%	20.3%	7.6%	percent			
51	39	10	2	0	frequency	A little	Preaching social behaviors in “uncle pouring” program content	
100%	76.5%	19.6%	3.9%	0 %	percent			
400	74	139	109	78	frequency	A little	Preaching social behaviors in “uncle pouring” program content	
100%	19.1%	35.7%	27.1%	18.1%	percent			

The amount of statistic is 605 and its significance level equals to . /000. Since the meaningful level is less than. /01, so there are positive and meaningful relationship at the possibility level of 99% between different sections of “Uncle Pourang” program and parents training procedure. So, different parts of this program are in accordance with parents training procedure. The severities of relationship between these two variables are at an average level.

plural		Without answer		frequency		Significant level	statistic	statistic
percent	frequency	percent	Frequency	percent	frequency			
100%	400	2.5%	15	97.5%	385	. /000	. /750	spearman

The third hypothesis of this survey indicates that there is meaningful relationship between applying ethnic accents in some episodes of “uncle Pourang” program and its effectiveness on children audience. To examine this survey, two dimensional tables were designed to investigate the relationship between variables and also the meaningful test of "Spearman" correlation is used. The investigation of relationship between the amount of ethnic accents effectiveness in some episodes of “uncle Pourang” program in children attraction and acceptance of applying these accents are shown in following tables.

Table3: Investigation the relationship between the effectiveness amounts of ethnic accents used in some episodes of “uncle Pourang” program in children attraction and agreement with the ethnic accent used in this program.

The effectiveness of ethnic accents applied in “uncle pourang” program

total	A little	somewhat	much	Very much			
138	0	15	29	94	frequency	Very much	Agreement with applying ethnic accents in “uncle pourang” program
100%	0%	14.6%	20.7%	68.9%	percent		
108	2	33	67	6	frequency	much	
100%	1.9%	32%	65%	1%	percent	somewhat	
107	27	68	12	0	frequency		A little plural
100%	25.2%	63.4%	2.11%	0%	percent	A little	
400	68	122	108	102	frequency		
100%	17.33%	30.9%	27.3%	24.5%	percent		

total		Without answer		frequency		Significant level	statistic	statistic
percent	frequency	percent	Frequency	percent	frequency			
100%	400	5%	5	99.5%	395	./000	./804	Spearman

The amount of statistic equals. /804 and its meaningful level is. /000. Due to the meaningfulness level is less than .01, so there are 99% possibility of meaningfulness and positive relationship between applying ethnic accents in some episodes of “uncle Pourang” and its effectiveness on children. So, some ethnic accents used in this program affected children attraction. The severity of relationship between these two variables is at a high level. The fourth hypothesis is based on this fact that there is meaningful relationship between applying show, poem, and music in children programs and other factors in attraction of children and their education and training. To examine this hypothesis, two dimensional tables are designed to study the relationship between variables and also the meaningful test of "Spearman" correlation is used. Investigation of effectiveness of relationship between “uncle Pourang” training content by using show, poem, and music in children education and effectiveness of show, poem, and music used in this program in children attraction are shown in the following tables.

Table4: Study the relationship between effectiveness of “uncle Pourang” program training content by using show, poem, and music in children training and education and the effectiveness of show, poem, and music used in “uncle Pourang” program in children attraction.

total	The effectiveness of ethnic accents applied in “uncle pourang” program				frequency	Very much	The effectiveness of show, poem and music applied in “uncle pourang” in attraction of children
	A little	somewhat	much	Very much			
213	10	43	76	84	frequency	Very much	
100%	4.9%	21.2%	37.9%	35.9%	percent		
111	13	46	47	5	frequency	much	
100%	11.7%	41.4%	42.3%	4.5%	percent	somewhat	
49	14	25	8	2	frequency		
100%	28.6%	./51%	16.3%	4.1%	percent	A little	
27	23	4	0	0	frequency		
100%	85.2%	14.8%	0%	0%	percent	plural	
400	60	118	131	91	frequency		
100%	15.4%	30.3%	33.3%	21%	percent		

The amount of statistic equals to 547 and its significance level is 000. Since the amount of significance is less than . /1, there are 99% possibility of meaningfulness and possible relationship between applying show, poem, and music in children program and other factors in attraction of children audience education and training. So, applying show, poem, and music in children programs, and other factors have been recognized as effective in children’s attraction and training. The severity of relationship between these two variables is at an average level.

total		Without answer		frequency		Significant level	statistic	statistic
percent	frequency	percent	Frequency	percent	frequency			
100%	400	10	6	990%	394	.000	547	spearman

Table5: Study of relationship between watching children programs by children and their parents

total	Watching children’s program by parents with their children				frequency	mother	The relation between children and parents
	A little	Sometimes	Yes	no			
283	181	27	75	frequency	father	plural	
100	64	9.5	26.5	percent			
108	63	15	30	frequency			
100	58.3	13.9	27.8	percent			
6	2	1	4	frequency	other		
100	66.7	0	33.3	percent			
400	246	43	109	frequency			
199	62.4	10.7	26.9	percent			

The above table indicates that 64 percent of mothers occasionally watch television with their children and also 58.3 percent of fathers who filled out the questionnaires of this survey watch children programs with their children.

Conclusion

The elementary students of district six in Tehran formed the population of this survey. According to the findings, it can be said that research’s findings showed that 28 percent of parents watched children programs with their children, identified that those programs as useful, 32.75 percent said that these programs were very useful, and 4.75 percent of them told that they were somewhat useful and 3.75 percent acknowledged that those programs were a little useful. It can be understood from these findings that 132 persons who involved 33 percent of respondents and were the majority of this findings, had bachelor degree, 37 percent of them had high school and lower degrees, 11.25 percent of them were postgraduates, and also had higher degrees and 3.25 percent did not answer to this question. Results also showed that 236 people of respondents i.e. 51 percent of them had job, 31.25 percent of them were housewives, and 6.5 percent of which did not have any job. 13 percent of parents did not reply to this question. Therefore, it can be understood that most of the respondents had job. 115 of respondents had an average age between 30 and so that this amount involves 28.75 percent of population. Also, 90 people (23.5%) had an average age between 25 and 30 (18.75) and 15 people (3.75%) were in age group between 45 and 50. Seven people did not reply to this question. Tables’ information showed that the average age of parents was between 30 and 35 and rests of them were in other age groups.

Research findings showed that among those 400 parents who replied to this question, 105 of their children were studying in first grade of elementary school, 62 people (15.5%) were studying in second grade of elementary school, 70 (17.5%) were in third grade, 79 (19.75) were in fourth grade, and 84 (21%) were in fifth grade of elementary school. It can be understood from the findings that 128 people (32%) of children each day watch TV for two or three hours, 142 (35%) watched it for less than two hours, 69 (17.5%) watched it three or four hours a day, and 61(15.25) of them watched it for more than four hours a day. As research findings showed, 92.75 percent of children watched other programs beside their specific programs, and only 7.25 percent of children watched their special programs. The research findings indicated that among 400 parents who filled out the questionnaires, 83% of which (20.75%) occasionally watched children programs with their children, 175 of them (75.43%) always watched these programs with their children and only 35.5 percent of them never watched these programs with their children. The achieved information showed that 189 respondent (47.25%) who filled out the questionnaires said that also their spouses occasionally watched the programs specified for children. The Research results showed that 25 percent of children always watch “uncle Pourang” program and 51 percent of them watch this program most of the time; 16.75 percent sometimes watch this program and only 7.25 percent of children never watch this program. According to the results of this survey it can be said that 29 percent of children like this program much and 44.5 percent of them like it very much, 19.75 percent of which like it somewhat and only 4 percent of children showed low enthusiasm toward program. The results showed that among 400 parents who have filled out the questionnaires related to the survey, 148 (37%) of which said that they themselves determined the programs that their children watched. In addition, 32.5 percent of them had a lot of consideration toward programs their children watched and 20.25 percent cared very much to the program their children watched and 8.5 percent of parents acknowledged that the amount of their effectiveness on children decision making was very low and 2 percent of them said that their effectiveness was very low. Since 44.5 percent of parents believe that watching children’s program has helped them on choosing more appropriate programs for their children, 16.5 percent believe that this amount is much, and 12.75 percent believe that this is very much and 14.25 percent believe this amount as little for their children and 12.5 percent consider this as very little for their children. The results of survey showed that 28 percent of children liked “uncle Pourang” program much, and 30.75 percent of them liked it very much and only 4.5 percent of children liked it a little. It can be understood from the results of survey that 39 percent of parents somewhat watch the program of “uncle Pourang” with their children, 12.75 percent of them like to watch this program much and 24.5 percent are very much interested in watching the program and only 15.5 of parents seldom (a little) watch this program and 7 percent watch it very little with their children. The results showed that among 400 respondents, 138 of them (34.5%) believe that content of “uncle Pourang” program preaches much about parents respect and 30.5 percent of them believe that this program preaches very much about parents respect and only 5.25 percent of parents believe that the content of this program is at a low quality and 1.75 percent believe that this program preaches a little about parents respect. The results showed that 40.5 percent of parents acknowledged that their children achieved much of their social behavior through “uncle Pourang” program, 15.25 percent of them believed that their children gained very much of their social behavior through this program and only 6.75 percent of them believed that their children gained very much of their social behavior toward their parents through this program. According to the results it can be said that 32.25 percent of parents (spouses of respondents) watched the program somewhat; on the opposite side, 16.25 percent of parents watched it a little and 19.25 percent watched it very little with their children. The

findings of results indicated that among 400 people who filled out the questionnaires, 182 people (45.5%) were satisfied much with content of “uncle Pourang” program and 29.75 percent of them were satisfied very much with this program and only 6.75 percent acknowledged that they were a little satisfied with program and 4.75 percent were very little satisfied with it. As the result showed, 34.75 percent of parents considered this program much and 15.5 percent considered it very much and 29.5 percent assume it somewhat successful in making friend and selection of good friends and only 15.5 percent of parents believed that the program did not affect much and 4.75 percent of them believed that it had very low effectiveness on finding friends and selection of good ones. The results showed that 38 parents said that their children found the social manner of finding friends through program of “uncle Pourang”; 14 percent of them believe that their children learned the way of finding and selection of friend mostly through this program and only 7 percent of parents announced that their children were influenced by “uncle Pourang” program in case of finding and selection of friends. It can be understood from results that 37.25 percent of parent considered “uncle Pourang” program as very instructive one, 28 percent said that this program was somewhat instructive and only 2.25 percent of parents did not consider this program as very instructive. The results also showed that among parents filled out the questionnaires, 142 people (35.5%) believed that the content of “uncle Pourang” program preached teachers’ respect much, 20.5 percent believed that this program preached teachers’ respect very much and only 6.25 percent of parents believed that this program preached a little about teachers’ respect and only 3 percent believed that this program preach much about teachers respect. The research findings showed that 41 percent of parents announced that their children gained some of their teachers’ respect through “uncle Pourang” program. 23 percent of them believed that their children learned much of their social behavior through this program and 17.25 percent of them believed that their children have gained much of their social manner of teachers’ respect through “uncle Pourang” program. According to the results it can be said that some parts of “uncle Pourang” program were in accordance with their training procedures to much extent and five percent of them told that this amount was very much, 31.75 percent considered it somewhat and only 9.5 percent of them acknowledged that this program was not so in accordance with their training procedure and 5.25 percent considered it as little. So, the content of “uncle Pourang” program is related to family’s training procedure. Research findings showed that among 400 parents who filled out the questionnaire, 112 of which (28%) believed that this program preached much about following the law and 29.75 percent said that this amount is very much and only 8.75 percent of parents said that the content of “uncle Pourang” program did not preach much about obeying of law and 4 percent said that this program did not preach very much about the social behavior of obeying the law. As results showed, 18 percent of parents announced that their children learned much about obeying of law social behavior through “uncle Pourang” program, 41.75 percent believed that their children learned much about social behavior of obeying law through this program, and only 2.75 percent of children learned a little about social behavior of obeying of law through this program. The results indicated that 54 percent of parents believe that applying showed, poem, and music are very effective in children attraction and only 5.25 percent believe that using the mentioned tools are not so effective. According to survey findings it can be said that 47.25 percent of parents believe using showed, poem, and music are very effective in attraction their children and only 2.25 percent of them using these tools are not so effective in children attraction. The results of survey showed that 40.5 percent of parents announced that they somewhat used this program as a pattern of teaching and training their children and 7 percent of them announced that they used a little and 5.5 percent said that they used very low amount of this pattern, respectively. It can be understood from the findings

that 23 percent of parents considered the content of “uncle Pourang” program as very effective in their children education and training procedure, 32.75 percent said that this program was somewhat effective and only 5 percent of them believe that this program was not very effective. The results of survey indicates that among 400 parents who filled out the questionnaires, 142 people of which (35.5) percent were very much agreed with using ethnic accents in some episodes of the program and only .75 percent of parents were not very agreed with applying these accents in the program. According to the results, it can be said that 29.75 percent of parents believe that using ethnic accents in “uncle Pourang” program attracted a significant number of student and only 7.75 percent of them announced that using ethnic accents are not very effective. As findings of survey showed, 39 percent of parents announced that the program of “uncle Pourang” was broadcasted in a suitable time only 2.75 of parents said that this program was not shown in an appropriate time. The results of survey indicated that 28 percent of parents said that the programs shown for children were much useful, 32.75 percent of them said that they were somewhat useful and 4.75 and 3.75 percent analyzed these program a little and little useful, respectively.

Therefore, one can say that according to imitation theory, children selected what they saw as their pattern. Many of theorists and scientists believe that watching TV program not only do not harm them, but also can provide them with a specific behavioral characteristic. Although it is possible when amount of watching a program is at a reasonable level. Otherwise, this can change into a threatening issue for many of experts in training fields and psychologists. Theorists mostly emphasize on that the time of watching TV programs by children should be controlled by their parents. Watching children programs with children help parents guide their children in watching much more useful programs. That is why 90 percent of parents watch programs with their children. Accompanying children in time of watching children programs provide parents with kind and amount of their children’s popular programs and they also can have much more control on their children. According to research findings it can be said that most of parents considered “uncle pourang” program as an instructive program for their children and announced their agreement with this program. They relate this program with parent’s training procedure they believe that these kind of programs can prolong right values of sociability among children and teenagers.

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