

## **Television and Media Literacy in Young Children: Issues and Effects in Early Childhood**

### **ABSTRACT**

Television viewing among young children has been an on going issue as it is found to effect their development in various areas. This problem is getting more worrisome as the percentage and amount of hours of television exposure among young children is increasing, especially with the growing production of children television programs. Studies have found that television exposure to young children could effects their language and cognitive development, lead to behavior problems, attention disorder, aggression and obesity. This paper will discuss the issues of television exposure to young children, and the effects of promoting media literacy.

**Keyword:** Television viewing, Children television programs, Behavior problems