

**EFFECTS OF TELEVISION ON GROWING YOUTHS' BEHAVIOURS BOTH
IN LOWER AND HIGHER INSTITUTIONS OF LEARNING
IN EMBU DISTRICT
KENYA**

BY

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UNIVERSITY**

APRIL, 2010

DECLARATION

I, do declare that this research report is my own work and that it has not been presented to any other university for a similar award.

Signed.....



Student

Date.....

19th April 2010

DEDICATION

From the core of my being, I dedicate this work to my beloved wife Jane, daughters
Sylvia and Ashley and my son Henry.

APPROVAL

I certify that Mwaniki Paul Gachoka carried out this research under my supervision.

.....

19TH April 2010.

MR. TINDI SEJE

DATE

ACRONYMS:

TV:.... Television

KBC:.... Kenya Broadcasting Corporation

HIV:.... Human Immuno Deficiency Virus

AIDS:.... Acquired Immune Deficiency Syndrome

NTV:.... Nation Television

STI:.... Sexual Transmitted Infections

EATV:.... East African Television

DSTV:.... Digital Satellite Television

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ABSTRACT:

The research generally looks at the effects of Television on growing youth behavior both in lower and higher selected institution of learning Embu District Kenya. The major concern in this case is effects of; violence, pornography, alcoholism and drugs, sexual immorality and rape. The study was interested in finding out whether; these issues have any connection with the TV, solutions and whether it is useful or otherwise.

The survey was conducted due to, the increase in violence, alcoholism and obscenity in the media portrayals. These causes fear and anxiety in the society especially at Manyatta Embu where the survey was done. The media to an extent was blamed for the loss of morals in the society today and it has been observed that, as more and more teenagers/youth watch television programs with these elements they gradually adopt them.

The different tools were administered, to the respondents individually, to ensure the originality of the information without any form of discussion. That is, questionnaires started then interview on selected items of emphasis followed as well as the researcher recorded the observed reaction of the samples.

In addition, research unveiled that, largely TV can cause the above major issues of concern, though it came out clearly that, on matters of violence it can aggravate such an elements, which may be already in an individual. On the other areas such as; pornography, alcoholism, sexual immorality and rape TV can lead youth and-teens to the trap, due to the various programs, which are believed to have high contents of the same. Violence is widely mentioned in many circumstances, leading to a conclusion it is the backbone of many acts of unruly, that youth are involved in.

More still, it is not only television to blame for bad behavior with the youth /teens but also parents and guardians, can also be held responsible as study learnt that most of them have lost control over their children thus turning to a saying, '*the generation of this days is cursed*'. Therefore, they have a role to play in advising youth /teens, on television exposure and ensuring that they are not misled by portrayals

Parents therefore, are called to counsel, guide and educate the youth on the best programs. Again, they are charged to be firm on directing and be vigilant on their youth's TV life style since it was noted most of them have lost mandate over them.

CHAPTER ONE

1.0 INTRODUCTION

Television comes from Greek word, *Tele* meaning **far** and Latin word *Videre* meaning to see, so television means **seeing far**. Its invention dates back to 1800s when many scientists ventured in experiments. Though the progress was slow, in the late 1940s it had gained communication importance and by 1950s it had become part of almost every home. Today, it is used in many other places such as hospitals, schools, business organizations just but to mention a few.

Television is one of humanity's most important means of communication because it broadcasts both pictures, sound live from the source and from media library. Many programs are produced for entertainment such as action-packed drama, light comedies, cartoon, quiz, motion picture among others.

About 98% of all the country's homes have at least one television set and it is estimated in each home, television is in use for about 6½ (six and half) hours per day. This influences a lot, on how people spend their time as well as what is learnt and seen.

Television is very popular in advertising among many other functions, most of television stations air hundreds of advertisements each day, which are brought to public in glamorous ways though some are destructive, like alcohol and cigarette adverts among other things. (*T. world book encyclopedia vol 19*)

1.1 BACKGROUND OF THE STUDY

No media effects have captured public legislative and industrial attention like the relationship between media portrayals of violence and subsequent aggressive behavior of youth and teens. There has continued to be a great deal of violence portrayed on television and this has exerted a great attraction for the teenagers. This has led to an important question, whether violence in television and film violence can lead to increased viewer aggression or cause violent behavior among youth and teenagers.

Locally, TV features as an important tool in facilitating; politics, social life, religion and economic activities of the people. In political arena, TV aids in disseminating information clearly to citizens and are kept well informed of current affairs and individual constitutional right he/she deserve. TV also do promote religion in that, some programs aired have an impact in nourishing spiritually and aids in rebuilding morals and change of behavior. This has captured attention of many youth, by occupying a portion of their free time and encourages them to be in gatherings of Saints. In addition, many families have been restored through programs aired and much is taught on how to run habitable families for health up bringing of our youth. Economically, many activities have emerged due to existence of media, this includes; better methods of farming to improve on production such; as organic faming, how to improve on tea growing and harvesting which is the major activity where research was conducted. More still, ways, opportunities of investing, and many co-operative unions have emerged because of knowledge got from TV.

1.2 STATEMENT OF THE PROBLEM

The increase in violence, alcoholism and obscenity in the media portrayals is creating fear and anxiety in the society specifically at Manyatta Embu where the survey was done. The media to an extent has a blamed for the loss of morals in the society today and it has been observed that, as more and more teenagers/youth watch television programs with elements of violence, alcoholism and pornography, they gradually adopt them as a way of life. On the other hand, it cannot be entirely held responsible for degeneration of behaviors in youth, since it severs as a learning tool among other positives it has.

The rise in crime and drunkenness among the youth in Manyatta has created fear in this area a great deal. Teenagers are increasingly being involved in major crime and have been found in possession and consumption of illegal drugs. Ladies on the hand are dressing almost naked due to adoption of dressing styles they see from television while boys on the other hand have also adopted western cultures; such as plating hair, piercing ears and wearing necklaces, all these are largely copied from the media. In addition, the rate at which youth in this locality are involving themselves in early sex and rape cases is increasing, with most offenders being boys between 20 to 25 and others below 30 years of age as often reported in news broadcasts locally and worldwide due to idleness. Under

the same observation. children as young as 14 years have also been sighted 'tasting beer' while the older ones are said to be in extreme consumption of it.

Conclusively, there has been a lot of insecurity within the district and students in many schools have caused several strikes of which, the main cause of all these problems, the media is highly associated with it.

1.3 PURPOSE

The purpose of the research is to find out the extent of messes caused by television, where by the research concentrated on behavior degradation due to existence of television which has exposed them a great deal to violent and immorality through its portrayals.

1.4 STUDY OBJECTIVES

1.4.1 GENERAL

The research sought to find out the causes of violent behaviors and loose morals among the youth and teens.

1.4.2 SPECIFIC

1. The research assessed the effects of violent, phonographic, alcoholic and drugs abuse portrayals on teens.
2. The research also found out possible solutions to effects of violence, pornography, alcoholism and drugs among the youth.
3. To research established whether television is a useful or destructive tool among the youth.

1.5 SIGNIFICANCE OF THE STUDY

The study helped relatively in reducing violence, insecurity, among other immoral behaviors in the society. This is because teenagers are becoming more and more violent and there are cases of increased alcoholism, rape, homosexuality and lesbianism among them.

In addition, societies, public and even countries would benefit because, the problem has been discussed and recommendations made, therefore relatively there will be no further damage in today's societal morals.

The findings provided ways and means to shape the teens, and ensure that they are on the right path thus guaranteeing their own security. This will also help media houses to broadcast what will benefit the teens, and will no longer be pinpointed at as the cause of the problem but as the solution givers and will acquire credibility.

In addition, the survey revealed the knowledge that can be used to relatively curb the spread of violence, alcoholism and pornography among others. This would have existed unknown among the respondents if study was not done and children would continually get lost when shunned by parents, excommunicated by society and killed by police during battles in cases of school strikes and crime related activities.

1.6 HYPOTHESIS

1. Television as one of mass media has led to an increase in violence and abuse of drugs among the youth in both lower and higher institutions of learning.
2. Many students take much time watching television leading to a great exposure to violent and immorality, which they therefore copy.
3. Television content is heavily saturated with violence and much of immorality; most of sexual misconduct cases reported is learnt from it.

1.7 DEFINATIONS OF TERMS

According to this study the following terms have been operationally defined as follows;

Teens/ teenagers- A person between 13-20 years

TV- Television

Violence- use of physical force directed to self or others

Pornography- this any material of film with sexual immorality contents

Drugs abuse- taking drugs without medical prescription, but for personal pleasure

Sexual immorality- this is misuse of sexual act, which is a holy act in marriage

Rape- this is engaging someone in sexual act by force and abruptly.

1.8 SCOPE

The research covered Embu district, particularly schools found within Manyatta constituency. The study covered the views of most affected people (youth) in the area

stated. The place is popularly known for to increased rate of violence, alcoholism and all sorts of immorality. This is so because, most of residents here are school dropouts and others have no jobs though with qualifications thus many are idle. It also dealt with people who are directly concerned with youth, like parents, teacher and people in authorities by asking questions that are concerned with this topic.

1.9 LIMITATIONS OF THE STUDY

The researcher found resistance from respondents such as students and the working class who felt too busy to respond to interviews and questionnaires. However, he struggled to convince them to participate by ensuring them that information got will be confidentially handled.

There were also many expenses incurred, such as, stationeries, food, and accommodation and traveling expenses. Other challenges encountered included walking long distances and harsh weather conditions. To respond to this, researcher opted for cheap meals, sleep at friend's places and begging for car lift on the way.

More so, the researcher was denied access in some places especially girls' schools whereby out of 13 high schools aimed, researcher managed to visit only 11. In this case researcher conducted interview with teachers instead.

In addition, there was little time for the researcher to accomplish the desired work in particular stations but could plead with administration promising not to take much time as they thought.

Worse still research targeted four classes that is form one to four, but unfortunately, form ones had not reported at the time of the study thus reduced the target number. In this situation researcher was to adjust and deal with available no.

On the other hand, both groups did not return some of questionnaires distributed. Due to this research tried to approach other people especially parents so as to have a good number of them participating in the survey.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

Various scholars have looked on the impacts of television on teenagers; this is because it has become very sensitive in their day-to-day life. In this chapter , the research looks at the available literatures from various scholars and look at what they say about television effects in relation to teens/youth.

2.2 BACKGROUND

Television effects have captured a lot of attention than the other media. Among the reasons for this focus are the facts that violence is a staple food for the television and countries especially the United States experienced an upsurge in real violence in the 1960's, just about the time television entrenched itself as a dominant mass communicator. The movie industry also turned to increased graphic violence to differentiate itself from and to compete with television as found by Baran (2001). With this, assassinations of various important people in the United States can be blamed on the media to some extent.

Debates have also raised the concerns that, the kind of effects generally suspected are mainly of an unintended and short-term character although the long-term consequences in the way of behavior patterns and cultural change are also possible. At the same time, alarm in society at actual or supposed increases in crime and violence or at certain forms or extreme incidences of violence has led to the media being identified as a suspect.

2.3 VIOLENCE AND TELEVISION

There has continued to be a great deal of violence portrayed on television, and it has continued to exert great attraction for the young. The potential to see screen violence has also gradually extended to many parts of the world, through the means of viewing.

“There is absolutely no doubt that those who are heavy viewers of television violence, demonstrate increased acceptance of aggressive attitudes leading to increased aggressive

behaviors.” (McQuail: 2001). Violence in the ‘media world’ may make children to accept real-world violence and become less caring toward others. Children who see a lot of violence from movies, television shows, or video games may develop fear and look at the real world as a scary place.

An association of America psychiatrist said that, ‘by the time an American child graduate from high school will have seen 18,000 incidences of violence’. This group of researchers also referred to a ‘big world’ as a ‘small screen’ since it is easy to see the whole world from a single screen either in offices or at home.

2.4 LONG TIME EXPOSURE ON TELEVISION

Research has found out that, parents are also concerned about other issues on television besides violence. They are bothered by nonviolent content. Studies have established that, before a person reaches 18 years, he/she will watch someone drink alcohol on television on an average of 100,000 times (Wilson ect al: 2001).

In addition, it has been observed that, influence of TV is probably the most important development over the years. If this trend in TV watching continue, by the age of eighteen the child born today will have spent more time watching TV than in any other activities except sleeping. This is because a TV set is switched on for a long time that is, between 5 to 6 hours especially in developed countries (Giddens 2001). Also observed that children and women are most exposed to TV than men.

According to (Teri Kwal 1999), the long time exposure to TV occupies central place of our lives, also provide models which has great influence in shaping what we know, who we want to be like and what we think. More still create perpetuate stereotype which affect perception. In addition, it has a hand in influencing our real life experience by shaping opinions voiced by many.

He went a head to say, mediated ‘reality’ however frequently is: sexier, more intense and funnier than reality of which in this case youth/teens may not identify thus, they are disillusioned and disappointed when things fails to work as presented by TV. For instance, relationships appear more exciting on TV as compared to less exciting

relationships of day-to-day. Also, bosses and co-workers rarely as successful as those we meet in media offering. More still in his illustrations, Physicians and Lawyers are rarely successful in treating and winning our cases as appears in TV among other incidences. Due to all these real life fall short when measured against mediated ideal standard, this is because Medias minds only coverage but not reality.

On the other hand as argued by cultivation theory, long time exposure make one to come in agreement with beliefs, values and attitudes shown by television in long run, thus people with heavy viewing habits comes to share the main stream view that TV present. Also added that viewing violent programs, leads an individual to accept them as normal. This has greatly messed youth since it has become hard to convince them on right track.

Therefore “teens today are bombarded with sexual messages and images in all media—television, magazines, advertisements, music, movies and the internet. Parents are often concerned about whether these messages are healthy. While television can be a powerful tool for educating young people about the responsibilities and risks of sexual behaviors, such issues are seldom mentioned or dealt with in a meaningful way in programs containing sexual content.” (www.aacap.org)

2.5 TELEVISION'S ADVERTS

Sex, glamour and action have been used as techniques to sell almost everything, from laundry to toothpaste. When used to advertise or sell alcohol, they have long-lasting effects. Alcohol mixed with the exhilaration and turmoil of teens is a brew that can lead to disaster. Research has documented that the youth are especially attracted to adverts that make lifestyle appeals with attractive role models, imaginary peers and attractive lifestyle to emulate. They also make sexual appeals about attracting, watching and even conquering the opposite sex. The adverts also show risky activities leading teens to think that it is not only acceptable for people to drink while participating in an activity, but it is also safe to do so (www.aacap.org).

Television has emerged as a formidable rival to the authority of parents over their children and teachers over their pupils. The Lord Annon Committee in Britain noted that,

television might in some ways be taking the place of the family, church or school in shaping children's and teenagers' outlook (Shrivastava: 1998).

Will the teachers and the parents find television a wholesome ally in shaping the consciousness of the growing youth or it will result in their moral and mental disorientation? Many parents feel that television over expose their children to the glamour of modern life. Film depicting sex, crime and violence being viewed by teens and their parents are creating new problems and anxieties (Shrivastava: 1998).

The researcher also used various methods/instruments of data collection, which included questionnaires, interviews, observation and library search. The questionnaires used during the study the research, were administered to particular individuals personally for instance; thirty questionnaires, were issued to form two students and the same number spread up to form fours in 11 schools visited. This were; Kangaru boys, Kangaru girls, Kiangima girls, Kavutiri boys, Kirimari School, Kamama School, Kirigi Day secondary, Kianjokoma Day, Kathande Day, Kavutiri Day and Kigari Day Secondary Schools. In colleges, also ten questionnaires were issued to first, second and third years in three institution visited, that is; Kigali T. T.C, Rwika Technical College and Kirinyaga Technical Institute. The study was descriptive and employed both qualitative and quantitative methods.

3.2 STUDY POPULATION

The researcher conducted a study from Embu district and specifically from Manyatta constituency, a very small location in eastern province in Kenya where many youth are idle due to lack of employments and attaches least meaning for education. The research targeted a population of around 8080 students in both high schools and colleges. In this case, a population of 4880 was high schools students and 3200 from colleges.

3.3 SAMPLING AND SAMPLE SIZE

By the use of simple random and stratified sampling methods, the researcher conducted a cross-section survey of 387 respondents from the entire body of students as mentioned above. The study also involved 26 parents of different categories, that is professionals and peasants making total sample size of 413.

The researcher was keen on gender balance where by at least the half of sample size were females and the other half males. The researcher also dealt with people of different ages, for example in secondary schools they ranged between 14 to 19 years while in colleges were between 20 to 30 years other groups of parents, people in administration, teachers/tutors, supporter and well-wishers spread from 30 to 60 and above years of age.

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The reason for researcher's decision to work with this populations and sample size was that, the needed information in its accuracy could only be found from them.

Students are particularly great victims of watching television and more to that, the effects are not only felt in them alone but also parents, teachers and others mentioned above in the society, either directly or indirectly.

In addition, there have been so many strikes around this area, which are relatively associated with the media. The situation has been made worse by the fact that, most of the families in the area own television sets and parents are working, leaving the young all by themselves with the television.

Again, most of the secondary schools are day schools, meaning that, students are at home in the evenings and weekends. During this time many students (teens) watch television in the name of 'relaxing.'

3.4 INSTRUMENT OF DATA COLLECTION

The researcher used various methods of data collection, which included questionnaires, interviews, observation and library search.

The different tools were administered, to the respondents individually, to ensure the originality of the information without any form of discussion. This follows that the researcher administered one after another to ensure accuracy at all cost. That is, questionnaires started then interview on selected items of emphasis followed as well as the researcher recorded the observed reaction of the samples.

3.5 STUDY PROCEDURE

The researcher sought a letter of introduction from the faculty of education, Kampala International University to conduct research in Kenya. This letter was produced in every office of the head principal or to his/her deputy in each school above and in return, they wrote a permission note to researcher allowing him to be in the school compound. Then researcher confidently moved round interacting with students as wells as distributing questionnaires.

3.6 DATA ANALYSIS AND PROCEDURE

The data collected was organized and analyzed by use of statistical and descriptive methods. This contained both qualitative and quantitative types of data collected. Data collected included numerical and statements, which were presented by use of tables, graphs and pie chart.

CHAPTER FOUR:

PRESENTATION OF FINDINGS

4.0 Introduction

This chapter presents research findings on messes inflicted on teens and the youth in high schools and colleges by TV respectively as found out in the study conducted in Embu district Manyatta constituency in eastern province Kenya. In addition, the research discusses its basic findings in details to identify the magnitude of effects caused by television on youth and teens. This will help in ensuring the problems created by television, are relatively eliminated as the next chapter indicates.

4.1 DISTRIBUTION OF RESPONDENTS BY AGE

The study concentrated among teens ageing 14 to 19 year and a few at early and mid twenties. In this case, the target was high school and college students.

4.1.1 HIGH SCHOOLS

The researcher managed to reach young youth of 14 to 21 years whereby most of them are between 16 to 19 years. Both boys and girls were involved in the study and as table 1 show, this was their age based on gender and in four levels at interval of one year.

TABLE 1. The different age groups among the high school students

n=297

AGE	BOYS				GIRLS				Total
	14-15	16-17	18-19	20-21	14-17	16-17	18-19	20-21	
FORM TWOS	7	51	3	0	12	29	3	0	103
FORM THREES	0	38	13	1	3	30	8	0	92
FORM FOURS	0	9	32	2	0	17	39	0	99
									297

Source: primary data

In this respect as table 1 reveals, it is clear that most of the students in the high schools are in their mid adolescent age (16-17). At this age therefore, they are not fully grown up to make right and credible decisions on they own, like how much time they should spend on TV and to do other things, since they are striving to attain self-realization and actualization but with little experience of what life hold in future. At this time, they utilize much time in learning any thing in discriminatively from any quarters regardless of how harmful it could be. To add more, few are in early teenage bracket of 14-15 years who are soon 'entering' in the 'world of its own' while others are in the late teenage, that is 18-19 years who are assumed are acquiring the balance in life and at least, can see some reality unlike early and middle stage.

4.1.2. COLLEGES

In the same line, the researcher dealt with the college students where 90 respondents participated in the study. In reaction to their ages, the research found the following from three colleges visited. The response was in two levels according to the sex.

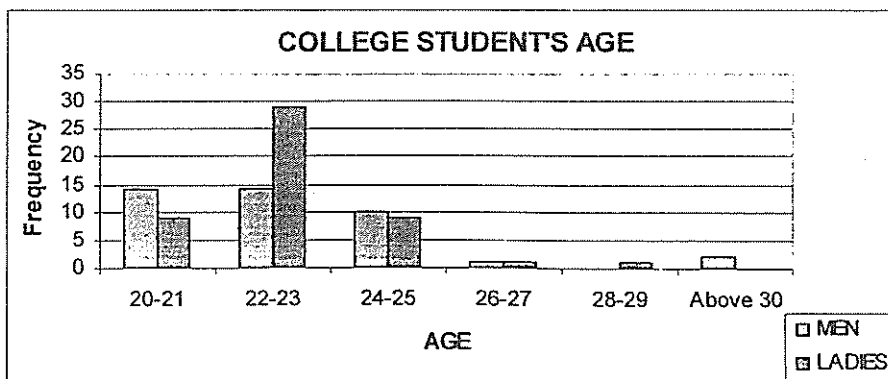
TABLE 2 The colleges student's age

n=90

AGE	20-21	22-23	24-25	26-27	28-29	Above 30	Total	Percentages
MEN	14	14	10	1	0	2	41	46
LADIES	9	29	9	1	1	0	49	54
							90	100

Source: Primary data

Figure 1. Frequency of college students' age



College students though considered adults, are in early adulthood stage since most of them are in early twenties (20-23) and very few are above 26 years old as table 2 indicates it. This means that, they are tracing stability in life by shaking off adolescent life style. In addition, they are still in a stage of establishing the role of a fully-grown up adult as they shape in to a working class. This stage also, portrays a mixed image since a time it is hard to tell the cut-line between them and the secondary school leavers since they tend to behave relatively the same in some instances.

4.1.3 Parents' background

In this respect, the research concentrated on middle-aged people ranging between 30-50 years whereby among 26 who participated, many of them were in thirties. They were in different categories such as teachers, nurses, secretaries, peasants among others. All these have a sizeable family with a sound educational background. Whereby a good number is schooling in all levels of education, this reveals that the participants are experienced with children's affairs, since they have a number of children within their care.

4.2 DISTRIBUTIONS BY RELIGION

The researcher also enquired about their religions where it was established that, most students are Christians while a few are Muslims as table 3 below clearly presents.

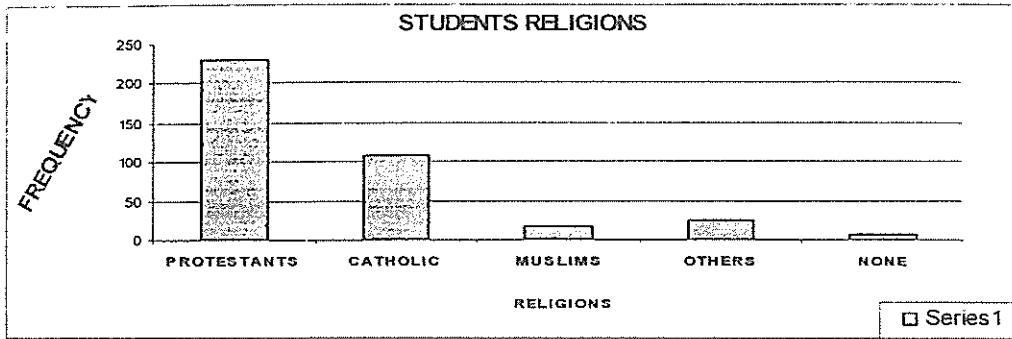
TABLE 3 Students' religions
n=387

	STUDENTS	PERCENTAGES
PROTESTANTS	231	60
CATHOLIC	107	28
MUSLIMS	17	4
OTHERS	24	6
NONE	8	2
Total	387	100

Source: primary data

As the data on table 3 are indicate, 60% of the respondents are Protestants, 28% Catholic making 88% while 4% are Muslims. This means that, parents and guardians have raised them in the right morals by instilling the fear of God in them, which is the beginning of true wisdom and value in life most especially in this case of study. This can help them choose what is good to watch from TV and what to ignore.

Figure 2. Religions



4.3 TV WATCHING DURATION

Concerning the duration they spend watching TV at home for instance high school students from 11 schools where 153 boys and 137 girls participated, the researcher was able to compile notes on the issue of time they spend watching their best programs at home. Tables 4 and 5 below depict the results.

4.3.1 High school students

TABLE 4 Watching duration at home
n=297

DURATION	F2 BOYS	F3 BOYS	F4 BOYS	F2 GIRLS	F3 GIRLS	F4 GIRLS	TOTAL BOYS	TOTAL GIRLS	TOTAL BOTH	% BOYS	% GIRLS
1-2Hrs	27	26	19	23	19	30	72	72	144	24	24
3-4Hrs	18	16	14	7	13	10	48	30	78	16	10
5 Above	12	10	6	13	11	17	28	41	69	9	14
Never watch	2	0	4	0	0	0	6	0	6	2	0
Totals survey	59	52	43	43	43	57	154	143	297	52	48

Source: primary data

TABLE 5 Watching Duration at school
n=297

DURATION	F2 BOYS	F3 BOYS	F4 BOYS	F2 GIRLS	F3 GIRLS	F4 GIRLS	TOTAL BOYS	TOTAL GIRLS	TOTAL BOTH	% BOYS	% GIRLS
1-2Hrs	30	23	20	15	20	22	73	57	130	25	19
3-4Hrs	5	1	1	0	0	2	7	2	9	2	1
5 Above	0	0	0	0	0	0	0	0	0	0	0
Never watch	24	25	19	28	28	34	68	90	158	23	30
Totals survey	59	49	40	43	48	58	148	149	297	50	50

Source: primary data

The survey found out that many students in this area do spend much time on TV when at home rather than in school. A study done in comparison of how they watch TV both in school and at home as table 4 and 5 indicate clearly shows that, 48% watch TV between 1-2 hours at home and 44% at school. On the other hand, 26% watch TV between 3-4 hours at home, as opposed to 3% at school. Surprisingly, it was learnt, 23% watch TV for above 5 hours at home while none at school, who take same period in a day. A small group of respondents (2%) never watches TV at home, which may be due to many possible reasons such as; parents are very strict on them, absence of a TV set at home, or may have no interest on TV among other factors. While at school, 53% never watch implying that, school rules are strict on time management, there is much schoolwork to do or rather forfeit watching TV at school to exploit such opportunities at home.

Figure 3. Percentages of duration of high school students watching TV at home

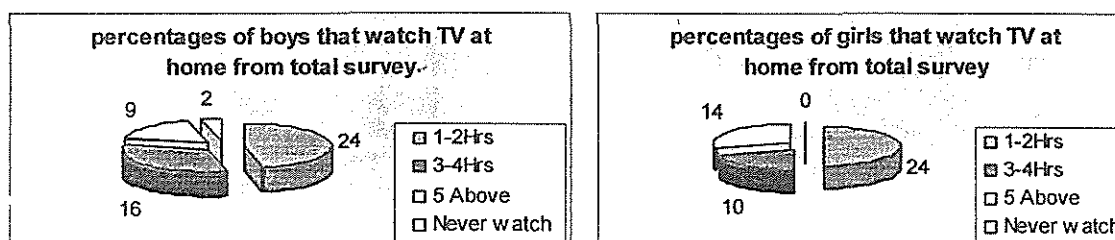
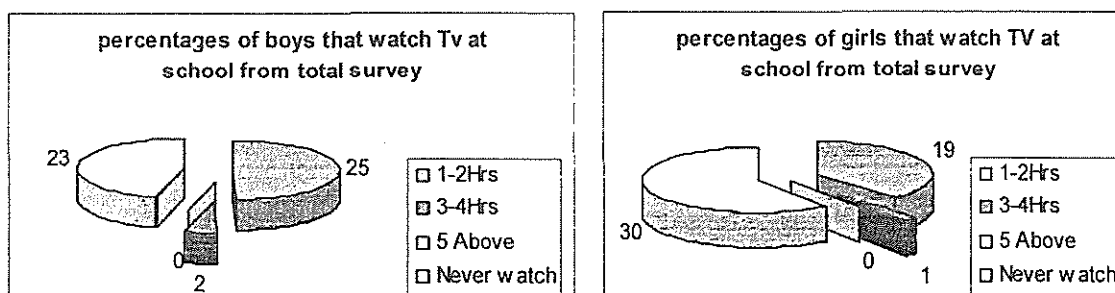


Figure 4. Percentage of duration of high school students watching TV at school



It was further noted that, between males and females in high schools, boys spend relatively much time on TV than girls. This could be due to the fact that, girls are much involved in domestic chores than boys or parent are ignorant of keeping their boys busy thus affording them much time on TV due to idleness.

4.3.2. College students

For college students in response to the same question of duration they spend on TV both at home and school, the researcher realized the following in three colleges visited, where by 90 responded participated.

TABLE 6. Time spend by college students on TV at home

DURATION	LADIES	GENTS	TOTAL	% LADIES	% GENTS
1-2hrs	19	24	43	21	27
3-4hrs	17	11	28	19	12
Above 5	5	7	12	6	8
No watching	3	4	7	3	4
Total survey	44	46	90	49	51

Source: primary data

TABLE 7 Time spend by college students on TV at school

DURATION	LADIES	GENTS	TOTAL	% LADIES	% GENTS
1-2hrs	31	31	62	34	34
3-4hrs	5	10	15	6	11
above 5	3	2	5	3	2
no watching	4	4	8	4	4
Total survey	43	47	90	48	52

Source: primary data

College students as found out in the study, equally do spend much time on TV at home, than at school. The findings on table 6 and 7 show that, 48% watch TV between 1-2hours while 68% at schools. On the other hand, the number reduces as the clock ticks whereby, 31% watch TV between 3-4 hours at home verses 17% at school. In addition, 14% spend over five hours on TV at home as opposed to 5% at school. The research also discovered that, only 7% who never watch TV at home as compared with 8% at school.

Figure 5. Percentage of duration college students at home

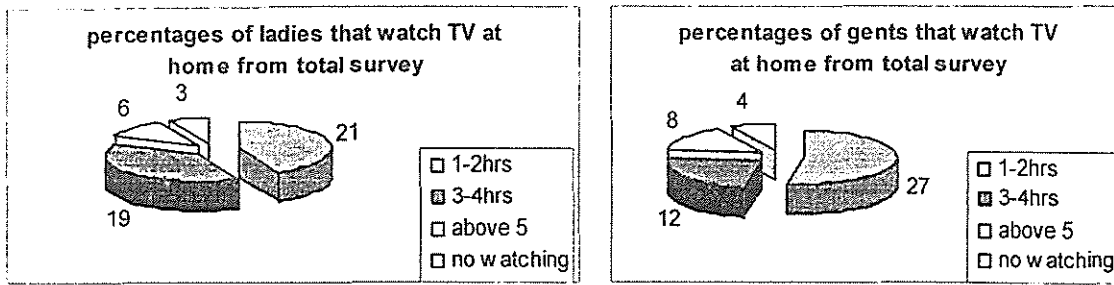
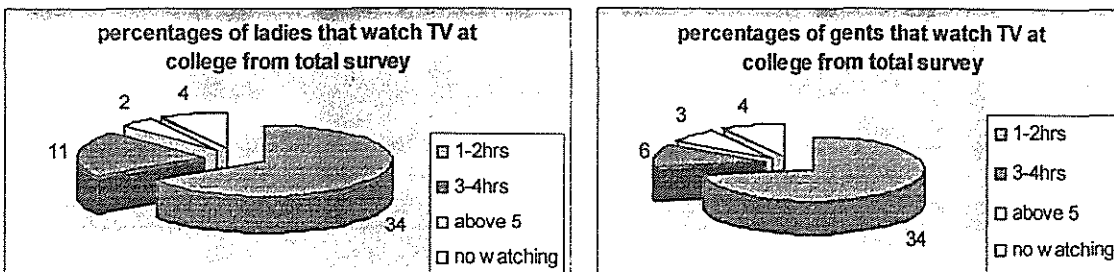


Figure 6. Percentage of duration of college students at school



4.4 STUDENTS BEST CHANNELS

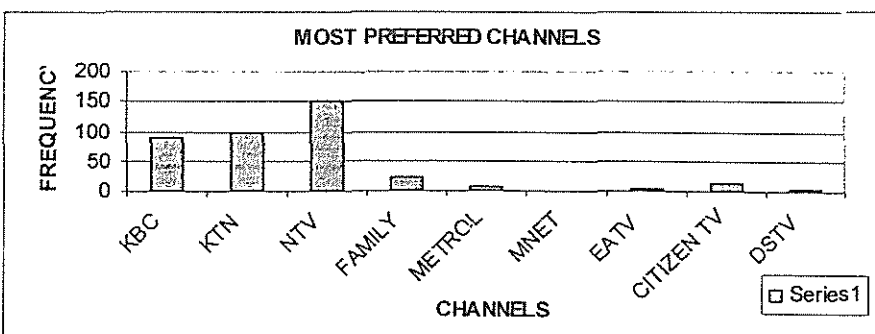
On the interest of the favorite channels, which are highly regarded by all respondents, the following was found as tabulated in Table 8.

TABLE 8. Students channels preference

	KBC	KTN	NTV	FAMILY	METROL	MNET	EATV	CITIZEN	DSTV	Total
FEMALES	44	60	64	12	2	0	0	4	0	186
MALES	46	38	87	11	4	1	2	10	2	201
TOTAL	90	98	151	23	6	1	2	14	2	387

Source: primary data

Figure 7. Frequency of preferred channel



The study revealed that, most students prefer NTV, KTN and KBC as their best channels, while few though according to the study many students are Christians, are less concerned with Family TV, which broadcasts spiritual nourishing messages twenty-four hours, seven days in a week. In addition to the most famous channels Family and Citizen TV, are also relatively competitive to catch youth's attention as data on table 8 shows.

4.5 VALUED DAYS

The survey on the days when their favorite programs are aired, indicates the results as shown on table 10 below. In this case it was found that, in one sitting an individual can watch several channels interchangeably thus, not consistence on one channel.

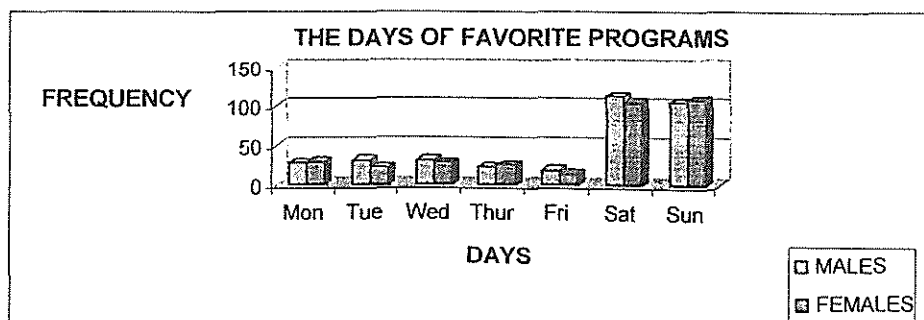
Table 10 Most favorable days to watch TV

DAYS	MALES	FEMALES
Mon	27	29
Tue	31	23
Wed	31	27
Thur	23	25
Fri	19	14
Sat	113	104
Sun	105	107

Source: primary data

Since it has been found out that students have high passion for TV and the media houses having realized the students are busy throughout the week as survey shows on table 10, they have scheduled most of teens' favorite programs on weekends since the study established that many spend much time on TV. In addition, this can be due to much time with less work thus to respond to idleness the TV becomes the alternative.

Figure 8. The best days



4.6 STUDENTS PROGRAMS

The research on the issue of favorite programs for both high school and college students, displayed responses as table 11 indicates where 387 respondents participated.

Table 11 Popular programs

n=387

	Total	percentages
soap opera	146	38
music	47	12
drama	59	15
religious	30	8
Talk show	18	5
comedies	55	14
local	21	5
sport	11	3
Total	387	100

Source: primary data

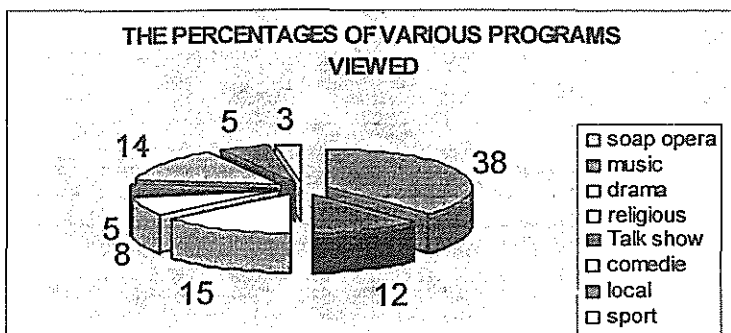
In a follow up to programs as on table 11, it was found that Soap operas, movies, music related programs, international drama programs, religious, talk show, comedies and local programs are soul moving for many. Some of this especially Soap operas and international dramas have the content of sexual immorality specifically *The Bold and beautiful and Secreto*. While dramas such as *Walker Texas Ranger and Wrestling*, have much content of violence.

Soap opera as found that to have many fans, meaning the messages carried with them, is most valued by youth, though wrong at the tender and delicate stage. In addition, it appears fun while some considered it as shame when some scenes such as; a couple kissing, caressing among others are screened in presence of the parents who are still fans of the same. This was discovered in an interrogation with college students. Soap opera movies, covers 38% popularity of the survey done and it was found that, it is mostly on air on weekends and weekdays in the evening when for instance the day scholar students are at home after school or when every one is free.

The international dramas have 15% popularity of survey carried out, also shown that, though with a small popularity, it has a heavy impact on the youth. In addition, music programs on the other hand, have a role to play since most youths and teens cannot do

without it. From the study conducted it has a popularity of 12% whereby East Africa TV is the most valued channel in this case since the kind of music shown here, arouses sexual instincts based on the dressing modes and dancing styles hence this leads to sexual immorality and rape. All the same, it was encouraging that comedies could also feature on the list at much higher popularity of 14%, religious programs at 8% though sad due to the fact that, most of the respondents as shown on table 3 above are Christians, local programs at 5% which show the patriotism and finally sports which had 3% popularity.

Figure 9. Percentages of popular programs



4.7 IMPACT OF TELEVISION

The research also had an interest on whether TV has some effects either positive or negative and the following was found as tabulated on table 12.

Table 12 TV effects

n=387

	Frequency	Total	Percentages
Positive	355	387	92
Negative	32	387	8

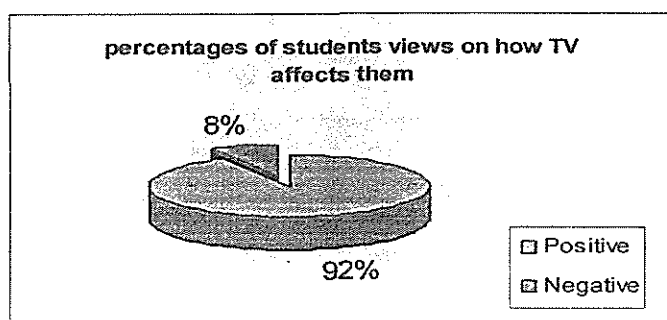
Source: primary data

Upon watching all the above programs as figure 9 displays, and regardless of the content in them, the 92% of respondents said in whatever way the TV affects them positively while 8% disagreed with them saying, TV has its own negatives which have far reaching repercussions if not utilized in a better way as table 12 present.

The researcher found that as indicated above due to under developed will, the students may not see the effect caused by TV since, at this stage they are curious of every thing and much eager to make discoveries of mysteries in life especially high school students. To them, it is a golden chance and consider such opportunities since there is no one to address their unanswered questions given that cultures have died away, such that the elders have no time for the youth as it was in the olden days.

Again, this indicates how addiction is rooted in students such that, they cannot help to watch. In this case, even if there is a problem in it they have to justify and comfort themselves that many (92%) are supporting. This is clear on figure 10 below.

Figure 10. Percentages of students' opinions on how TV affects them



4.8 PARENT'S OBSERVATIONS ON EFFECTS OF TV

In the search for parents' and teachers' remarks on watching TV, the following was found from a question which was in two levels, that is *Yes* meaning agreement and *No* objection as displayed on table 13.

Table 13 Students' reaction to parents' remarks on TV

	Agreed	Objected	% Agreed	% Objected
TV spoils good molar	130	21	34	5
TV waste much time	95	7	25	2
TV corrupt mind (day dream)	64	2	17	1
TV very addictive	10	0	3	0
TV if well used is educative	28	0	7	0
TV if well used has leisure	18	0	5	0
TV erodes culture	11	1	3	0
Total	356	31	92	8

Source: primary data

According to the parents' reactions as indicated on table 13, pertaining the youth and teen's TV life style it was noted that, out of 387 students who responded, 92% of them agreed with parents' observations regardless of the great and compelling force to disagree due to addiction and anxiety of discovery. While only 8% who could not suppress their heart felt desires and strongly objected the parents' views in some instances, indicating that given a chance they would like them to substantiate what they mean since they have a completely different picture.

4.9 AWARENESS OF VIOLENCE, PORNOGRAPHY, ALCOHOLISM AND DRUGS, RAPE AND SEXUAL IMMORALITY

In finding whether the above issues are familiar or strange from the respondents, which weighed both males and females the following was discovered in the study that involved 387 respondents on table 14.

Table 14 Shows how students are familiar

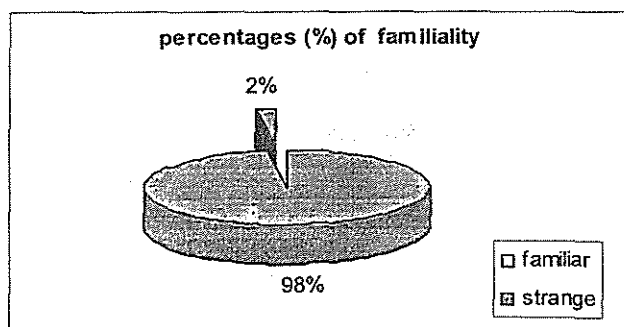
n=387

	Females	Males	Totals	Percentage
Familiar	178	200	378	98
Strange	2	7	9	2
Total	180	207	387	100

Source: primary data

Much as the students did not want to point out the black side of TV as shown above, 98% of the respondents acknowledged being aware of the key interest of the researcher. That is violence, pornography, alcoholism and drugs, rape and sexual immorality. While on the other hand only 2% declined to know about these evils as figure 11 shows.

Figure 11. Student's familiarity



4.9.1 THE SOURCE OF VIOLENCE, PORNOGRAPHY, ALCOHOLISM AND DRUGS, RAPE AND SEXUAL IMMORALITY

On the question of the source from which they first heard of the above elements, the following data on table 15 was the findings of the research.

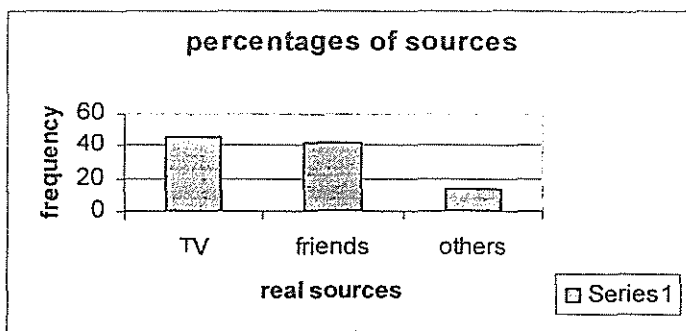
Table 15 Various Sources of information
n=387

Sources	Frequency	Total	Percentages
TV	176	387	45
Friends	161	387	42
Others	50	387	13
Total			100

Source: primary data

The research also revealed, as the data shows on table 15, that 45% heard of it first from TV, 42% from friends who are assumed to have learnt it from either TV or fellow friends meaning peer do educate each other in many instance thus justifying the arguments of peer pressure. The research also discovered that, apart from this, there are other sources which according to study takes 13%. This are Videos, Radio, life experience where one acknowledged, *“after encountering a rape experience, I lost the dignity of humanity and being a girl, i decided to be sexually loose. I no longer value to be a girl since the virginity was the best gift I had kept for my husband.”*

Figure 12. Frequency of sources of information



4.9.2 CAUSES OF VIOLENCE, PORNOGRAPHY, ALCOHOLISM AND DRUGS, RAPE AND SEXUAL IMMORALITY

In assessing how TV is responsible, contributes, or leads to all above, the following was unveiled from the study as tabulated in table 16.

Table 16 causes

n=387

Violence	frequency	percentages
programs (international drama)	115	30
wrestling	71	18
movies (soaps)	130	34
films	35	9
advertisement	36	9
	387	100
Pornography		
programs (international drama)	120	31
movies (soaps)	115	30
films	35	9
music	40	10
advertisement	77	20
	387	100
Alcoholism and drugs		
advertisements	200	52
movies	50	13
programs (international drama)	60	16
music	30	8
films	47	12
	387	100
Sexual immorality		
programs (international drama)	150	39
advertisements	103	27
films	34	9
movies (soaps)	52	13
music	48	12
	387	100
Rapes		
movies (soaps)	150	39
programs (international drama)	112	29
advertisements	26	7
films	45	12
music	54	14
	387	100

Source: primary data

In this case, the research clearly showed that, in an instance such as violence, pornography, alcoholism and drugs, rape and sexual immorality have similar sources but vary in degrees, since what causes one leads to another on the other hand.

International drama for instance has the highest effects, whereby it contributes 30% of violence, 31% of pornography, 39% of sexual cases, 29% of rape and less of alcoholism 16%.

Movie on the other hand, has a little higher effect as it facilitate 34% of violence, 30% of pornography, 13% of alcoholism, 13% of sexual cases and 39% of rape.

Other major causes found by the survey are advertisements, which have much greater effects of 52% on promotion of alcoholism and drugs. In addition, wrestling contribute 18% to violence while music and film related programs have little impact in all aspects as data on table 16 indicates.

4.9.3 THE EFFECTS OF VIOLENCE, PORNOGRAPHY, ALCOHOLISM AND DRUGS, RAPE AND SEXUAL IMMORALITY

On the question of effects, the research discovered that the effects are in different ranks whereby some are health, academic and social among others. The rest of the details are on table 17.

Table 17 Effects

n=387

	frequency	percentages
Violence		
Conflicts	20	5
Gang group	10	3
Insecurity	25	6
Death	25	6
Crimes	15	4
Domestic violence	40	10
Family breakage	47	12
Poor performance	80	21
School dropout	75	19
Strikes	50	13
	387	100

Pornography		
Sexual addiction	100	26
STI	60	16
Unwanted pregnancies	52	13
Low esteem	34	9
Corrupt mind	20	5
Lesbianism	20	5
Homosexuality	15	4
Masturbation	30	8
Rape	21	5
Prostitution	20	5
Abortions	15	4
	387	100
Alcoholism and drug abuse		
Poor memory and performance	75	19
Health problem	55	14
Breakage of families	43	11
Irresponsibility	24	6
Low esteem	15	4
Unwanted pregnancies	10	3
STI	60	16
Death	35	9
Addiction	30	8
Poverty	15	4
Unplanned sex	25	6
	387	100
Sexual immorality		
Corrupt mind	85	22
STI	80	21
Addiction	70	18
Unwanted pregnancies	42	11
Abortion	25	6
Loss of virginity	30	8
Prostitution	15	4
Breakage of families	40	10
	387	100
Rape		
STI	85	22
Low esteem	50	13
Death	5	1
Stress /depression	80	21
Unwanted pregnancies	30	8
Prostitution	9	2
Abortion	33	9
Imprisonment	20	5
Hatred for male	70	18
Suicide	5	1
	387	100

Source: primary data

Many respondents in case of violence feared that, indulging into this may result to poor performance whereby 21% expressed their concern. 19% said that there is possibility of dropping out from school and 13% could see strikes connected to this. Among others, worrying issues are; family affairs that are part and parse of learning, whereby 12% expressed the fear of breakage of families while 10% noted this might also lead to domestic violence, which affect mostly mothers and children a great deal.

On matters pertaining pornography, 26% stated that the long-term exposure on such portrayals might result to addiction on sexual activities, since this will create the urge of discovering what pertains the scene bearing in mind, at this age most of them are eager and curious of many things that they venture into indiscriminatively. Due to the element of indiscrimination therefore, pornography may lead to indiscriminative sex, thus according to the study done, 16% indicated the possibility of contracting STI. In addition, 13% said even the cases of unwanted pregnancies and babies are likely to be experienced and out of this, 4% are likely to abort. Other worries which appeared at low levels of less than 10% are; lesbianism, masturbation, homosexuality which may be as a result of avoiding heterosexual due to fear of HIV/AIDS. More still, this corrupts the mind and leads to rape or prostitution. All these portray the low levels of self-esteem.

Alcoholism on the other hand, 19% of respondents said that this could lead to loss of memory and poor performance in school. 14% shown concerned on health issues, where liver cirrhosis, bladder infections and stroke (paralysis) were mentioned. 16% noted the attack of STIs because alcoholism overlaps consciousness and constructive reasoning, thus leading to irresponsible and unplanned sex. Among other things, addiction was realized in a study, unwanted pregnancies and family breakage as list shows on table 17.

Sexual immorality as study unveiled can highly corrupt the mind as 22% of the respondents reported. This is because; many take sex for fun and entertainment, something that does not need prior preparations and commitment since it is taken as something for every one, anywhere at any time when need be. In this case also, 21% indicated possibility of contracting STI, 18% said it can lead to sexual addiction while 11% noted cases of unwanted pregnancies and also, the same number said families do break since this is the highest degree of infidelity to a married couple.

More on matters pertaining rape, which is unexpected but a forced and abrupt sex, the study discovered that 21% stresses and depresses the victim, 22% observed that it may lead to STIs while 18% leads to hatred and phobia of other members of the opposite sex and the situation on which the incidence occurred. This can lead to unwanted pregnancies on the other hand, which eventually leads to abortion and among other cases associated to rape, lowers self-esteem as 13% of respondents said in the study.

4.9.4. THE GENERAL OBSERVATION ON THE EFFECTS

The research on question of likely outcome of the elements mentioned above as presented to respondents in three levels, the following were the results as data reads on table 18.

Table 18 Observations on violence pornography and alcoholism

n=387

can violence lead to	Yes	No	To extent	Total
School dropout	337	12	38	387
Poor performance	340	12	35	387
Time resource wasting	335	19	33	387
Home run away	330	19	38	387
Can pornography lead to	Yes	No	Partially	Total
Unwanted pregnancy	336	18	33	387
Venereal diseases	330	23	34	387
Abortion	328	31	28	387
Death	284	49	54	387
can alcoholism lead to	Yes	No	To extent	Total
Poor parent/teachers relationship	348	15	24	387
Impotent /sterility	323	17	47	387
Insanity /madness	333	14	40	387

Source: primary data

The research found that, the students condemned the acts of violence, pornography, alcoholism and drugs as indicated on table 18 above. The study clearly found that, many of the respondents associated violence with school drop out, poor performance, time resource wasting and home run away.

Also with pornography, a big number mentioned that this could also lead to unwanted pregnancy, venereal diseases, abortion and death.

With alcoholism and drugs. The research found that it could lead to poor parent/teacher relationship, impotent and insanity. All these indicate the respondents are willing to change, but pressure is too high since the society is full of such suffocating conditions, which have saturated the environment of our youth.

However, a few of them in three instances presented on table 18, could not see the possibility of all the above mentioned in relation to them while slightly a big number had no clear stand of possibility of violence, pornography, alcoholism and drugs to be responsible of all these.

4.10 THE YOUTH/TEENS DESIRED PROGRAMS

In response to the question of desired programs the youth would like to be produced, a long list was made as shown below on table 19.

Table 19 Programs
n=387

Programs	Frequency	Percentages
Educative	195	50
Business	2	1
Music	46	12
Spiritual	42	11
Comedies	35	9
Cartoon	12	3
Drama	3	1
Sports	5	1
Social	7	2
Pornography	5	1
Romance	5	1
Movies	30	8
	387	100

Source: primary data

As the study discovered, youth and teens are exposed to every kind of obscenity by TV, also the survey found a cry in them of what they would like most to be produced by media houses if somebody listens to them. In their response to what they prefer most, 50% mentioned educational programs such as causes and management of HIV/AIDS, counseling and career programs among others, while 11% talked of spiritual nourishing programs. Most of programs in our daily view as research found are toxic and it is in this connection that the youth are crying for supplement. On the other hand, there are a few

(1%) with different opinion and would like production of pornographic and romance programs. This implies that with the right information from grown ups which is largely missing, and relevant authorities', youth are willing to change. This is because on table 13 above on student's reaction to parents' remarks on effects of TV, most of them agreed with them and only 2% in this case are still proposing the programs with elements of obscenity.

4.11 TELEVISION AND VIOLENCE

In the investigation of whether TV portrayals can make the youth violent, which was done in four levels, the following response was obtained as tabulated on table 20.

Table 20 The extent to cause violence

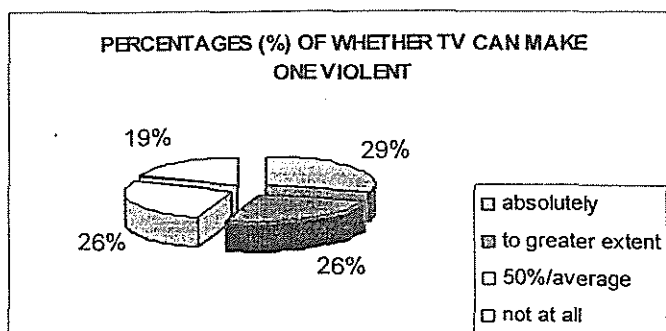
n=387

	Males	Females	Total	Percentages
Absolutely	65	49	114	29
To greater extent	40	60	100	26
50% /average	53	48	101	26
Not at all	45	27	72	19
			387	100

Source: primary data

According to the data above, many are convinced that some TV portrayals can lead to violence where by as tabulation reads, 29% were absolutely sure, 26% believed in it to a greater extent while 26% were at the middle meaning that it can make a person violent or not. All the same, 50% accepted regardless of their levels of agreement while 19% declined with a statement leading the research to conclude that, it is possible for some programs to make an individual violent.

Figure 13. Levels of TV on making an individual violent



4.12 VIOLENCE AND STRIKE

In response to whether violence can lead to strikes in the schools and colleges, the following opinions were noted from both males and females on table 21.

Table 21 Violence and strikes

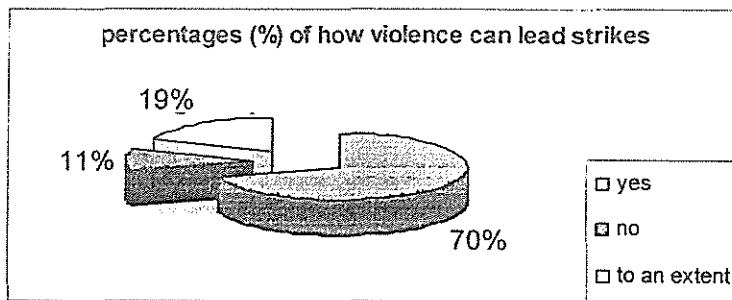
n=387

	Males	Females	Total	Percentages
Yes	135	135	270	70
No	29	14	43	11
To an extent	48	26	74	19
Total			387	100

Source: primary data

On the magnitude which violence can cause strikes, the researcher found that it has a hand towards the same since in response to this as figure 14 below indicated, 70% accepted that there is high possibility of violence leading to strikes in schools, 11% declined with the statement while 19% had no clear stand. This tells us that, the violence learnt from TV programs can be referred to as one of causes of strikes in schools largely.

Figure 14. The rates of violence to strike



4.12.1 RATES OF STRIKES IN SCHOOLS

The research went ahead to find out how often strikes in schools visited occur, and depending on responses found, table 22 displays the findings.

Table 22 Occurrence of strikes

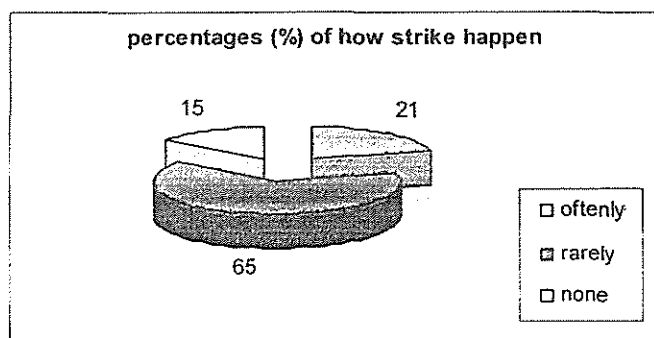
n=387

	Frequency	Percentages
Often	80	21
Rarely	250	65
None	57	15
	387	100

Source: primary data

The researcher found that, it is true the strikes are happening in schools and colleges whereby, 86% do happen within the course of schooling period in a given level may it be secondary or college. More still in this case, a rate of 21% of total strikes happen quite regularly in some schools, while 65% on the other hand is once after a long time, that is, once a year or after two years. It was also noted that, 15% reported that there has been no single strike witnessed as far as their stay in those particular schools is concerned. This is well described in figure 15 below.

Figure 15. Occurrence of strikes in schools and colleges



4.12.2. OTHER CAUSES OF STRIKES AS STUDY LEARNT

The research also had to find out whether there are other causes of strikes, which can supplement the violence and as table 23 report, these were the alternatives found in the survey.

Table 23 Other causes of strikes

n=387

	Frequencies	Percentages
drug consumption	60	16
conflict with teachers	58	15
Teachers' harshness	20	5
poor food and water	75	19
strict rules	45	12
peer influence	45	12
poor/lack of facilities	15	4
weak administration	55	14
stress	9	2
teachers transfer	5	1
	387	100

Source: primary data

In clarification of table 21 and 22, the research went further to dig deeper on what else could lead to strike apart from the violence, which is rampant in many schools today. In response to this according to table 23, the sample size that participated in this aspect, the study found violence is the back born of many causes of strikes. The other causes discovered were; poor and inadequate food, water problems this together facilitates strikes at a rate of 19%. On the same note, this problem largely shows a degree of corruption that has dominated many heads of schools, since it has been noted that they procure less food for a term, which leads to cooking smaller ratio. The cooks can also be blamed on this matter because if there is no good store management and an honest storekeeper, the possibility of them carrying some at home is very high. In addition, heads of schools have a question to answer on what they do with the money meant for food during mid term breaks, since this can be an avenue to defraud schools.

The issue of food is closely followed by 15% of conflicts between students and teachers. This may be due to conflicting interests between the two groups, lack of skills to handle teenagers who are in adolescence and young youth who are in early adulthood. Thus, in the struggle for youth to assert that they are growing, the teachers on the other hand are busy responding to maintaining their positions and status from being undermined.

entering in a drug free place, no smoking.” Peer pressure, which contributes 12%, the research associates it to have an effect on each of the above, since for some to learn, others sensitize prevailing situations. Lack or poor facilities, stress and teachers’ transfers also featured but in small percentages of 4%, 2% and 1% respectively.

4.13.0 PARENTS RESPONSE TO SURVEY

In this respect, the research concentrated on middle-aged people of different categories such as teachers, nurses, secretaries, non-professionals among others. All these have a sizeable family with a sound educational background. Whereby a good number is schooling in all levels of education, this reveals that the participants are experienced with children’s affairs, since they have a number of children within their care as illustrated above.

4.13.1. ASSESSMENT OF EFFECTS

On issues of whether TV has positive or negative effects from the parents, guardians and teachers among others; some differences on this question were drawn which were in three levels as table 24 presents.

Table 24 Degree of effects

n=26

	frequency	percentages
Positive	5	19
Negative	13	50
Both	8	31
	26	100

Source: primary data

It was also noted that, TV could be a suitable tool for learning within the society and specifically in relation to teens. On the other hand, it has both positive and negative impacts among the youth and it was found that, the negative impacts outweigh the positive at 50% to 19% respectively according to data on table 24. However, the negative impacts are deeply rooted as shown on table 17, 18 above and 29 below whereby both parents and youth are worried of almost the same consequences because of longer time of exposure to TV. This is because 92% of parents are ignorant of TV in assumption that it is a learning tool thus fails to monitor the nature of programs watched by the youth as reflected on table 32 below. The research also found that television is used as a tool of entertainment and relaxation by youth and teens but sometimes the

entertainment goes beyond the boundaries. On the other hand, 31% could not state clearly, where they belong because they are either not informed on different programs or both sides has equal weight.

4.13.2. PARENTS' OBSERVATION ON OCCURRENCES OF VIOLENCE, PORNOGRAPHY, ALCOHOLISM, RAPE AND SEXUAL IMMORALITY

As reflected by students on table 16 above, in this case the respondents equally condemned the same things in assessment done to identify how TV is responsible.

Table 25 Sensitive areas that are responsible

n=26

Violence	Frequency	Percentage
Movies	10	38
Programs (international drama)	12	46
Songs	4	15
	26	100
Pornography		
Movies	16	62
Programs (international drama)	10	38
	26	100
Alcoholism		
Advertisement	10	38
Movies	9	35
Programs (international drama)	7	27
	26	100
Sexual immorality		
Movies	6	23
Advertisement	12	46
Programs (international drama)	8	31
	26	100
Rape		
Program (international drama)	13	50
Movies	13	50
	26	100

Source: primary data

The findings as on table 25 were not much different with that of students on table 16, since observations were almost similar. The respondents in this case pointed solely movies, international drama and advertisements as the main problem to the youth.

More so, it was noted during the study, 38% of movies lead to violence, 62% of it have an element of pornography, 35% can attract to alcoholism, 23% of it was condemned to be responsible of sexual immorality while 50% was found to lead to rape cases. In addition, drama was found to have a hand still whereby, 46% of them have capability of causing violence, 38% bears the contents of pornography, 27% give pleasure to venture in alcoholism while 81% trains on sexual immorality and rape.

4.13.3. PARENTS' VIEWS ON POSSIBLE OUT COME OF VIOLENCE, PORNOGRAPHY, ALCOHOLISM, RAPE AND SEXUAL IMMORALITY

According to the respondents in the question on how much harm each has inflicted on the youth, the following was found from bitter parents.

Table 26 Result

n=26

Violence	Frequency	Percentages
Make one violent	10	38
Domestic violence	4	15
Many crime	3	12
Deviant	2	8
Strike	7	27
	26	100
Pornography		
Arouse sex	3	12
family breakage	5	19
Infidelity	3	12
Rape	1	4
Addiction	2	8
Pregnancies	1	4
Corrupt mind	1	4
Loose moral	1	4
Homosexuality	4	15
Lesbianism	4	15
STI	1	4
	26	100
Alcoholism		
Moral decay	4	15
deviants	5	19
Rape	2	8

Poverty	1	4
Family breakage	5	19
Arouse sexually	5	19
Aggressiveness	4	15
	26	100
Sexual immorality		
Prostitution	3	12
STI	15	58
Unwanted pregnancy	6	23
Incest	2	8
	26	100
Rape		
Lowers esteem	8	31
Stigmatize	2	8
Imprisonment	1	4
STI	2	8
Unwanted pregnancy	7	27
Traumatize	6	23
	26	100

Source: primary data

In this instance, the study discovered that, violence is likely to make one violent at a rate of 38%, also can lead to domestic violence at a rate of 15%. The issue of domestic violence and breakage of families has been mentioned by both parents and students in many instances meaning that every body would like to be in an intact family even those in dysfunctional and broken families.

On the other hand, pornography was also identified as a threat to families due to infidelity among the couples as 12% of the respondents confirmed this. Therefore, the study found family issue to be a great worry of all respondents whereby, in this case 19% expressed their concern. Again, 30% of pornography was victimized to be responsible of lesbianism and homosexuality. This is among others as reflected on table 26 above.

In addition, 57% of alcoholism was also held responsible of family breakage, sexual arouse, hence uncontrolled sex and deviance in youth and teens. Again, 30% of ingestion leads to aggression and moral decay as research unveiled.

On sexual related issues, the most feared thing is STIs whereby, 58% expressed their worry. More again 31% of rape leads to low esteem of oneself, 27% unwanted pregnancies and 23% trauma or mental torture.

4.13.4. MORE IMPACT OF TV

The research was also interested in whether TV can only be blamed on violence, pornography, alcoholism, rape and sexual immorality or there are other effects caused by it. This is unveiled on table 27 below

**Table 27 Other observation on effects
n=26**

	frequency
Time wasting	4
Laziness	4
Rebellions	1
Poor performance	3
Aping westernization	3
Idleness	3
Lack of creativity	2
Low productivity	2
Unpalatable language	2
Block socialization	1
Erode Christian value	1
Total	26

Source: primary data

Apart from the main interest of the research, that is: violence, pornography, alcoholism, rape and sexual immorality, the study found that, TV is widely condemned and charged responsible of many problems that the youth face. During the study, TV was associated in wasting of time, laziness, rebellion since any single distraction from watching TV is highly resisted. In addition, it was mentioned on; poor performance in school, erosion of African traditions whereby youth prefers western culture to African, idleness, lack of creativity since every time an individual is watching TV denying one a critical moment of trying possibility of other things. More so, it has

an impact on low productivity, use of unpalatable language, hinders socialization at home since there is no time for interaction and more so it erodes religious values.

4.13.5. PARENT’S DESIRES ON THE BEST LINE OF PROGRAMS PRODUCTION

The question on the issues of respondents’ views on current production, the study identified the preference of parents, which they would prefer most to be the daily-aired programs as table 28 present.

Table 28. Parents’ desires

n=26

	frequency	percentage
Educative	14	54
Business	3	12
Censored	2	8
With Christian value	3	12
Family value	1	4
Religious	2	8
Banning of some	1	4
	26	100

Source: primary

As is the cry of students, the parents have similar views, whereby they prefer educative program such as business, program with family value and with moral contents, religious and more so the proposed programs need to be censored, to suit the society’s expectations. Still, they added that the government should ban some programs.

4.13.6. OPINION ON WHETHER TO WATCH TV OR NOT

The research sought for the answer on the question as to whether the youth should be hindered from watching TV or not and as shown below, these were their opinions.

Table 29 Differing stands on watching TV

n=26

Table 28. Parents' desires

n=26

	frequency	percentage
Educative	14	54
Business	3	12
Censored	2	8
With Christian value	3	12
Family value	1	4
Religious	2	8
Banning of some	1	4
	26	100

Source: primary

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Table 29 Differing stands on watching TV

n=26

	frequency	percentages
Yes	24	92
No	2	8
Total	26	100

Sources: primary data

In this context, the research found that TV is good for teens and youth since it offers entertainment and educative programs as mostly desired by many parents. The 92% of respondents as shown on table 29 generally agreed that the programs aired can be utilized by the teens for their general good and well being, thus recommended a go ahead While 8% opposed TV completely

4.13.7. WATCHING DURATION

The issue of how long youth should spend watching TV was a great concern of the study where respondents had the following as their best period to have the entertainment.

Table 30 The best period to watch television

n=26

	Frequency	percentages
1hrs	15	58
2hrs	9	34
3hrs	2	8
4hrs	0	0
	26	100

Source: primary data

Research realized many parents would like their youth and teens to be exposed relatively to a shorter amount of time on television such as one to two hours of which 58% and 34% of the respondents were very settled on this, since it is thought to be healthier to their lives. This is due to the reason that, they viewed TV, as a destructive tool if time on it is not limited. All in all, it is necessary for the teens to watch television as long as it educates them and does not corrupt their morals as indicated in table 29 where 92% of parents said yes to TV.

4.13.8. SHOULD THEY AVOID SOME PROGRAMS

The research also searched to identify whether there is a need to discriminate viewing or one should enjoy whatever comes on the screen. The following was the opinions of the respondents on table 31.

Table 31 Parents opinions to ignore some program

n=26

	Frequencies	Percentages
Yes	24	92
No	2	8
Total	26	100

Source: primary data

However good TV is, there is need to avoid some of the programs as 92% of respondents observed, since they are thought to corrupt morals of the youth, for instance, sexual and violence scenes, which can lead teenagers to commit rape offence and violent clashes with their colleagues.

Again, research found programs that TV airs contain a percentage of violence, which features in the movies (soaps), music and international drama among others. However, research unfolded many pornographic and sexual portrayals are at the exposure of teens, and this is considered unfit for them especially those less than twenty years (high school students). In addition, alcoholic contents in TV programs are also mounting, due to increasing rates of adverts while 8% of participants could not see any problem on indiscriminative viewing.

4.13.9. TV AND BEHAVIOUR

The respondents were also questioned whether TV is a threat to their behavior, which was presented in three levels and as the data tabulated on table 32 indicates, many of them highly associated it with degeneration of behavior.

Table 32 Views on degeneration

n=26

	Frequency	Percentages
Yes	21	80
No	3	12
To extent	2	8
Total	26	100

Source: primary data

The findings stated that, TV could be blamed for the degeneration of morals among teens, though there are other contributing factors. Respondents also have a blame for the degeneration of morals in the society, especially among the youth, because some are quite on television exposure, since most of them lost control over their children as researcher found. Thus, 80% accepted degeneration since they have failed somewhere. 12% declined contribution of TV on degeneration of morals while 8% could not be specific as data on table 32 tabulates.

4.13.10. PARENTS' POSITIONS ON YOUTH'S TV LIFE STYLE

In response to solution of reinforcing behavior, the respondents suggested the following ways to aid the youth's television life style and to guard the morals.

Table 33 Parents' role on youth's TV life style
n=26

	Frequency	Percentages
Guidance and counseling	16	62
Educative programs	4	15
Government scrap some	2	8
Adult be role model	4	15
Total	26	100

Source: primary data

Due to over clouding of forbidden programs at the reach of the youth and obscenity that is less expected to be in their knowledge at their tender age, the respondents in search for solution of what should be done, the research found that parents have a great role to play whereby, they need to guide and counsel the youth on the best programs that they should watch. This calls for parents and guardians to be informed on the programs shown, the contents of each and time so as to respond according to what is on the ground.

More still, they opted for government intervention to scrap some programs since they are doing more harm to growing generation than good. This was highly objected by encyclopedia Vol. 9 to be unconstitutional since it hinders the freedom of expression.

In addition, adults should be role models in directing the youth on what to watch and to avoid. This includes what they prohibit from the youth, should equally avoid watching as well.

4.13.11. ADVICE

At the end, the respondents were asked for a piece of advice on the whole situation since the media houses are not closing down. The table 34 gives the details of findings during the study.

Table 34 Parent final words

n=26

	frequency	percentages
Be selective	10	38
Be firm on morals	3	12
Watch educative	5	19
Reduce watching time	8	31
Total	26	100

Source: primary data

The respondents found it hard to part TV and youth, thus to ensure their welfare, they proposed that; the youth should be selective where they should major on educative programs, balance viewing with other responsibilities both school and domestic assignments and to reduce duration spend on TV to avoid addiction which will lead to indiscriminative viewing.

4.12. INTERVIEW WITH TEACHERS

Concerning interview carried among the parents in this case teachers, on the issue of what they expect of youth's behavior in relation to TV indicated that, the youth are likely to be dependant on TV as the sole source of learning and ignore other means. In addition, a worry on mode of dressing as per the respective cultures is likely to change to emulate that of white. More still, they are concerned that language is likely to change to be either obscene or assumes white people's ascents while on the other hand masking is likely to prevail among many whereby their appearance do not reflect the clear picture of their personality.

In addition, on how often suspensions and expulsions occur in their respective schools in year on grounds of violence, it was found that, this rarely happens since in most schools visited, they reported only 2% that is expelled for good while on matters of suspensions it is on rare instances like 2 to 3 in year. About dropout due to violence, it was found not to exist due expulsions.

More still, in the interview on matters pertaining the alcoholism and drugs, the research found it rampant in many schools where it was reported to as a common issue regardless of effort to fight it. Thus, 2 to 3 students are expelled every year and a slightly bigger

number that could not be specified on the same ground, suspended especially in high schools. While in colleges, this happens if an individual becomes unruly due to it.

Again, the cases of pregnancies are common where by, 2 to 4 girls are victims in high schools every year and there were several cases of abortions that were still hard to confirm the number. In this connection, the victims of this situation suffer termination of schooling for a while or completely, depending on ones background. In two technical and one TTC colleges visited, this issue of pregnancy is not a crime but once one is discovered to be expectant she goes for a year compulsory holiday especially Kigari TTC.

In further interrogation, it was discovered that TV, as students indicated above, could make somebody violent though a few had different opinions that it depends on programs watched. The interview revealed violence as one of the main causes of strikes since as noted above it appeared to be a backbone of many factors since its elements feature here and there, thus the percentage associated with this kind of strikes as research unfolded range between 60-75%.

Further on the question of whether media has a blame on the youth problems, regardless that 92% percentage has no problem on viewing TV as tabulated on table 29, a 100% of respondents accepted media (TV) has to be blamed a great deal, as table 32 indicates TV facilitate 80% degeneration of morals and when this has faded, strikes result. The degeneration is clear on the data of the youth's popular programs, as shown on table 11, which largely contains 'ungentle' contents for growing youth.

Interrogation on westernization of media (TV), 100% of the respondents bitterly confirmed this by mentioning some of the effects has on the youth, that is; language changes, weakens relationship between elders and the youth since they are considered outdated. Also, poor dressing code that abuses the morals emerges, respect withers with time, they become very expensive due to make-ups they learn from TV, funny mannerism develops, also it was noted 90% of programs and partly news are from western countries. To curb this, respondents proposed introduction of local programs,

national dressing and cultural activities in schools, more still they should enhance guidance and counseling and intensification of religious teaching.

The interview also had interest on what the respondents do to manage their youth on matters concerning TV at home. As indicated above, they have taken interest to learn their best programs to censor viewing and limit time on TV. A part from schoolwork, they also gives more domestic chores to keep them occupied for long, again they guide and counsel as well as work on recovering control over them since many lost control over their children as research found among the respondents.

On the other hand, it was noted in response to these measures by their parents, the youth do their assignment poorly both school and domestic, there is resistance which is demonstrated through banging of doors and prolonged irritation among others.

CHAPTER: FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

In this chapter, the research concentrates on summary of the findings, as well as drawing the conclusion of the study. On the other hand, the recommendations according to the way researcher analyzed the problem will be provided in aid to manage the same issue.

5.2 SUMMARY

After a critical moment of analyzing and studying the data presented and discussed above in chapter four of this study, the survey therefore takes a stand that, TV can be held a great deal responsible to some kind of behavior found in growing generation as mentioned above. Since numerous studies have been conducted on the influence of media (TV) violence on children and it has become the most dominant mass medium, thus it has been the focus of most the media-effects research in recent years.

Over the years, a consensus has developed that, high level of violence viewing in the media causes aggressive behavior. Many professionals such as; teachers, psychologists (counselors), child experts and the medical community among others, have started treating violence on TV as a serious public health issue, similar to smoking and alcohol abuse since it has proved to be a threat in the society. Therefore, an action should be taken to bring about programs ratings for violence and sexual content as well as the introduction of V-chip to control such programming on television.

In addition, there is a growing concern over a previously ignored area of music. Violence in video music has become a serious concern since it has captured a great deal of youth's attention.

It should be the duty of every one if our African culture will advance as we grow technologically, to demanding responsible contents, while bearing in mind the importance of a free and independence of media on the other hand since they have positive side that can not be overlooked or oppressed.

5.3 CONCLUSIONS

The television does not necessarily make the teenagers to behave the way they do, that is being aggressive, immoral or violent but also reinforces the elements of violence and unruly in a person since there are other factors that influence the behavior of the youth. However, television generally influences the behavior of youths as well and can make them more immoral, especially on pornography, sexual and alcoholism portrayals (encyclopedia vol. 9). With this realization, media houses should strive hard to ensure what they air does not harm teens by any way may it be altering their behavior or making them violent. This is to mean that there should be thorough assessment of adverts, movies and other programs.

More still, it is not only television to blame for bad behavior with the youth and teenagers but also parents and guardians, most especially can be held responsible as study learnt that most of them have lost control over their children thus turning to a saying, *'the generation of this days is cursed'*. Therefore, they have a role to play in advising youth and teens, on television exposure and ensuring that they are not misled by portrayals.

Media (TV) houses have not been sensitive to the needs of the youth and teenagers, as their desires on what they would like to be produced as outlined above. That is, they have not been bringing issues affecting them to focus on life tomorrow.

On the other hand, youth and teenagers spend much more time glued to television screens than they ought to, as research revealed. This has made them very anti social as parents complained since there is no time for family interaction and thus, they tend to make television their best friend, ending up emulating some of the things that they see on television. In this case, they spend a lot of time watching movies (soaps), drama among others, that may only entertain and distract them but they should be encouraged to spend less time on TV and more time for socializing and counseling from parents.

Advertisers have been insensitive to the dangers their adverts carry, since their aim is only to make money, without minding the kind of audience who will be reached. Some of these bear very striking slogans that cannot help a youth not to go by it. This are 'baada ya kazi'-meaning after work for tusker, 'kinga kamili'- meaning absolute protection for

condoms, among others. They should produce adverts that have least negative effect on youth and teens as Wilson 1998 observed.

Television is not only an entertaining, but also a tool to educate, inform and transform youth and teens about various aspects of life if well utilized. To attain this therefore, elders, teachers, parents and guardians have much, both in being good examples and offering guidance and counseling on different programs.

As noted above, cultures are no longer there where by elders used to teach the young on many aspects of life thus currently they are left on their own, making many youth feel that their problems and other issues affecting them are not addressed to by the necessary authorities. The people concerned such as parents due to their involving occupations have left the whole burden for shaping the youth to the teachers who also are very busy to cover the syllabus. To supplement on this, TV becomes their source of information and bearing that many programs are not based on issues that affect them positively. Media houses therefore should be encouraged to air helping programs since there is a strong bond existing between the youth and TV and for arresting the situation that many parents are not available for youth.

5.4 RECOMMENDATIONS

The study therefore, identified the pressure on the following areas, if the situation discussed above will improve.

5.4.1 Media's Role

Media houses, especially television, have to be careful on what they produce in relation to the youth and teens. This is because television provides role models to them, which they tend to copy. Thus, in cases of adverts of harmful products like alcohol and cigarettes, they should be careful not to use celebrities since the teens may end up emulating them. In addition, they should air some programs when teenagers are asleep or inactive.

5.4.2 Youth's/teens' role

Youth and teens should also ensure they do not take a lot of time watching television at the expense of doing other constructive things such as school assignments and domestic duties. They should make wise use of the media and watch programs that would help them to be more innovative. More still, should also take seriously the advice given to them by their seniors, parents and guardians concerning television exposure. A gain, they should also be open with their parents and tell them what they feel about the programs they like, during family interaction.

5.4.3 Parents' Role

Parents in this case should make a TV plan. This includes scheduling time for every moment and channel to watch at given time in advance, just as they do in other activities. This plan helps everyone to choose and use TV carefully.

Still, time limits should be precisely clear to them. Limit viewing time according to schedule made which should be followed strictly. This includes time for watching TV and other related stuffs such as; videotapes, playing video and computer games, and surfing if the house has internet services. This can be done using a timer setting, when timed period goes off, the TV time elapses and no addition.

To add more, there should be family guidelines on content to watch. Help the youth and teens to choose programs, videos, and video games that are appropriate for their ages and interests. Further more, parents should get into the habit of checking the contents and advise them accordingly. Again, by the knowledge of contents they watch, decide what is suitable for them. Much more, parents should be clear and consistent on these rules. What parents or guardians cannot approve of their favorite programs should explain in love why and help them choose something more appropriate.

In addition, TV sets and other related gadgets like video decks and computers should be kept out of children's bedrooms. Instead, they should be somewhere parents can be involved and monitor usage of them. This is because, by allowing the youth and teens to have a TV set or other media in their bedrooms, freedom is granted to them to watch

whatever they want without fear. In addition, for the case of internet when on-line should be supervised.

Further, watching TV should be made a family activity other than an entertainment gadget bought for the youth. Elders and parents whenever possible should use TV with their youth and discuss what they see and hear. This sharing can help them analyze, question, and challenge the meaning of messages. During this time, help them to participate by raising comments and questions of what they see. The most appropriate time is during a violent act, when a message misleading is screened or an advertisement for an unhealthy product.

In addition, should refuse watching of shows that are known to be violent, and change the channel or turn off the TV set when offensive material appears and this should be accompanied with an explanation of what is wrong with the program. Disapprove violent episodes in front of teenagers, stressing the belief that such behaviors are not good in the society. Parents should keep on asking questions about TV messages, to weigh their assessment and this will help in building the lifelong skills and the need for a critical viewing, since the study found that, parents would like the youth to be selective.

Down the list, the parents should take the trouble of naming TV's 'side effects' and clearly label which contains violence, sex or pornographic materials so as to support them well. Parents often overlook the messages teens get from TV, but the study emphasizes this knowledge and assesses the impact it could be having. This is especially important if there is the following symptoms are detected; Poor school performance, hitting or pushing other colleagues often, aggressively talking to adults, smoking, drinking, or drug use.

Parents' opinions should be made clear to TV station owners by letting them know about contents and how they feel in relation to their youth, for instance;

- (a) In a phone call, letter, or e-mail message, tell companies and advertisers what you like and what you do not like. Help the teens to voice their opinions too.
- (b) If contents and advertisers do not support family values, opinion should be voiced through buying power where their products should be abandoned.

(c) Should support media literacy in schools, Wilson 1998 observed.

However, parents need to assert and reinforce their positions as the bosses of the families in a way that their presence is felt by children other than giving up the battle before fighting. Children should be made to realize that the parents are the heads the families but not one of their siblings and what they say should be taken without opposing. They should also allow their children to do consultation with them on what they think is important.

In addition, the government should step in to assist on the situation, by legislation of proper laws to govern the production and broadcasting of programs especially on the above mentioned that are thought to corrupt youth's morals.

5.5 SUGGESTION

The researcher proposes the following area for further research.

- Why many advert bears, the sexual arousing contents as the study condemned this a great deal. Further should investigate whether there are other slogans, which can serve the purpose.
- Also should look why media houses no longer mind obscenity and should establish how they define obscenity and whether they do have the pain expressed by parents or they are not parents and are not planning to become one in the near future.
- A gain should establish the position of government on production of some programs. The researcher should certify, whether it is a wear of this or it is paying a deaf hear and blind eye to the cry in society concerning media production. On other hand should find out how former study's recommendations have implemented.

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Appendix

Dear Respondent,

I kindly request you to answer the questions below on study about messes inflicted to teens/youths in high schools and colleges. Your response is appreciated and your information shall be treated with confidentiality. Be frank in the response to reflect the situation as it is for education purposes only. Do not reveal identity.

Much regards,

Samwel Kipkorir Yegon

KAMPALA INTERNATIONAL UNIVERSITY

Questionnaire for students.

1. Age (Tick the appropriate)

a) 14- 15

d) 20- 21

b) 16-17

e) 21-23

c) 18-19

2. Educational level (Tick the appropriate)

a) Form I

e) College year 1

b) Form 2

f) college year 2

c) Form 3

d) Form 4

3. Religion (Tick the appropriate)

a) Protestant

b) Catholic

c) Muslim

d) None

e) Other

SECTION B

1. For how long do you watch TV in a day?

At home	1-2 hrs	3-4 hrs	Above 5hrs
At school	1-2 hrs	3-4 hrs	Above 5hrs

2. Which is your favorite channel and Why? _____

3. Which days do you spend much time on TV? How long do you take? _____

4. Which are your favorite programs? When are they on air? _____

As a viewer of TV, has it affected you positively or negatively. In either case of your answer, how? _____

5. (a) What do people around you (parent, teachers etc) say about TV in relation to our behaviors? _____

(b) Is it true? Explain your answer. _____

6. (a) Have you ever heard about; **violence, pornography, alcoholism and drugs, rape, sexual immorality**? YES NO

(b) From which source did, you first heard about it? (Tick)

Friends	<input type="checkbox"/>	Television	<input type="checkbox"/>	Others	<input type="checkbox"/>
---------	--------------------------	------------	--------------------------	--------	--------------------------

7. If from friends, which was his/her first source? _____

8. Comment briefly, how TV is responsible or contribute to the following areas.

(d) Violence _____

(e) Pornography _____

(f) Alcoholism & Drugs _____

(g) Sexual immorality _____

(e) Rape _____

9. What effect does each of above have on our behaviors?

(a) _____

(b) _____

(c) _____

(d) _____

(e) _____

10. If you were a producer of TV's programs, what kind or programs, would you produce? _____

11. Do you think that violent TV portrayals/programs have made teens/youth become violent.(Tick)

Absolutely Greater extent 50% Not at all

12. Can violence contribute to school/colleges strikes? (Tick)

Yes No To an extent

(b) If yes how often it happens in school?

(c) If no what are the causes of strikes in your school/college?

(e) Do you agree violence can lead to? (Tick)

- School dropout Yes NO To Extent
- Poor performance Yes NO To Extent
- Time-resource wastage Yes NO To Extent
- Home run away Yes NO To Extent

13. Do you agree pornography can lead to?

- Unwanted pregnancy Yes No partially
- Venereal diseases Yes No partially
- Abortion Yes No partially
- Death Yes No partially

14. Do you agree alcoholism and drugs can leads to?

- poor parent/teacher relationship Yes No To Extent
- Impotent/sterility Yes No To Extent
- Insanity/madness Yes No To Extent

Thanks, a lot for cooperation

Dear Respondent,

I kindly request you to answer the questions below on study about messes inflicted to teens/youths in high schools and colleges. Your response is appreciated and your information shall be treated with confidentiality. Be frank in the response to reflect the situation as it is for education purposes only. Do not reveal identity.

Much regards,

Mwaniki Paul Gachoka

KAMPALA INTERNATIONAL UNIVERSITY

Questionnaire for parents, teachers, supporters and well-wishers

SECTION A

1. Age (Tick appropriate)

- | | | | | | |
|----------|--------------------------|----------|--------------------------|-------------|--------------------------|
| a) 30-34 | <input type="checkbox"/> | c) 40-45 | <input type="checkbox"/> | e) 51- 55 | <input type="checkbox"/> |
| b) 35-39 | <input type="checkbox"/> | d) 46-50 | <input type="checkbox"/> | f) 56-60 | <input type="checkbox"/> |
| | | | | g) Above 60 | <input type="checkbox"/> |

2. Occupation _____ Responsibility _____

3. How many siblings? One Two Three
Four Above 5

4. What is the academic level of your siblings?

- | | | | | | |
|-----------------|--------------------------|------------|--------------------------|---------------|--------------------------|
| Nursery & below | <input type="checkbox"/> | Primary | <input type="checkbox"/> | Secondary | <input type="checkbox"/> |
| College | <input type="checkbox"/> | University | <input type="checkbox"/> | Not schooling | <input type="checkbox"/> |

SECTION B:

5. As a viewer of TV, has it affected teenagers positively or Negatively?
In either case of your answer, how? _____
6. Have you ever heard about, violence, pornography, alcoholism and drugs, rape, sexual immorality? YES NO
7. Comment on the following areas in relation to TV and Teenagers.
- a) Violence _____
 - b) Pornography _____
 - c) Alcoholism _____
 - d) Sexual immorality _____
 - e) Rape _____
8. What effect does each of the above have on our behaviours?
- a) _____
 - b) _____
 - c) _____
 - d) _____
 - e) _____
9. What are other messes caused by TV
10. If you were staff of TV's station what advice on production would you give for our teens/youth sake? (the cry of parent) _____

SECTION C:

11. Do you think it is necessary for teens to watch television? _____
12. In your own opinion, how much time they should be exposed to television and why? _____
13. Are there specific programs, which a teen should watch, and others he/she should not? Explain your answer and give examples _____

SECTION E:

15. What do you think can be done to reinforce the good behaviours on teens? _____

16. What is your advice to teenagers on television exposure? _____

17. Does TV has some positive effects? Yes No
- a) If yes highlight some _____

Thanks a lot for your cooperation

INTERVIEW QUESTION GUIDE:

1. What do you expect of TV in relation to teenagers behaviors?
2. How often do you give suspensions and expels students on grounds of violence in a term or a year?
 - a. What is the rate of dropout caused by the same?
 - b. Alcoholism and drug consumption?
 - c. Due to pregnancies?
3. Do you think the violent media portrayals in TV has made teens to be violent?
4. Can this be the cause of many strikes in schools today?
5. What percentage both in your school and Embu district at large?
12. Do the media have a blame for the problems affecting teens? If yes how?
13. There have been claims that the media is westernized. Is it true? How?
 - a. Has westernization affected teens in any way?
 - b. What can be done to minimize the negative effects of the westernized media, if any?
14. How do you manage your children on matters concerning TV at home
15. What are their reactions?

Thanks, a lot and God bless you.