

THE IMPACT OF ARMENIAN SITCOMS ON CHILDREN'S SPEECH AND BEHAVIOR

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Literature Review

TV's effects on children

- TV's negative impact

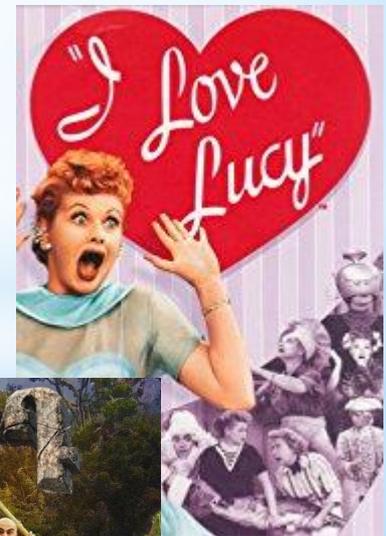
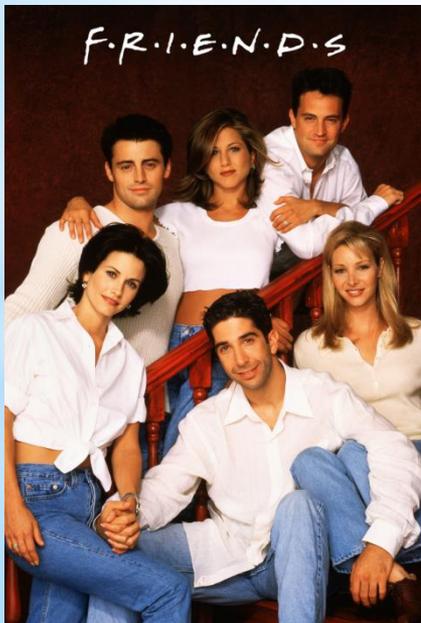
TV decreases academic success, cognitive abilities, concentration. Violence shown on TV affects children's behavior and makes them aggressive.

- TV's positive impact

TV increases children's motivation, pre-academic skills, readiness to read and learn, social behavior and academic success.

Literature Review Sitcoms

The sitcom is an easily understood genre with evident and unchanging characteristics that takes human conflicts and shows how it is played between people via humor. It mostly has two-dimensional characters interacting with each other weekly.



Research Question

Research Question: How do Armenian sitcoms impact children's speech and behavior?

- **Sub-question:** What are the main values and behaviors that Armenian sitcoms portray?
- **Sub-question:** Do Armenian children aged between 8-16 know and use the most commonly used and contentious phrases in Armenian sitcoms?
- **Sub-question:** Do Armenian children mimic the behavior of the Armenian sitcoms' characters.

Methodology

- Content Analysis of Qare Dard and Domino Sitcoms
- Surveys with children (8-15 years old) and parents
- Interviews with sociologist, psychologist, scriptwriter of Domino sitcom, educators
- Participant Observation

Findings

Content Analysis of Qare Dard

Words/Phrases (repeated 4-6 times on average an episode)

- Offensive - debil, lkti, qrch, tarax, etc.
- Street-slang words - ara, lezvit es talis, cvrvar, etc.
- Specific phrases - vay mamama jan, mi qich uxexov mtaci, pjrpjr kanem, mi asa mi asa chases du indz tenc baner

Behavior (repeated 1-3 times on average an episode)

- Hitting
- Shouting
- Lying
- Struggling for something/someone



Findings

Content Analysis of Domino

Words/Phrases (repeated 4-6 times on average an episode)

- Offensive - himar, lkti, padosh, tavar, etc.
- Street-slang words - ara, yan tur, rad exi, etc.
- Specific phrases - ste ches ste ches, ashxatanqayin, doktor

Behavior (repeated 2-4 times on average an episode)

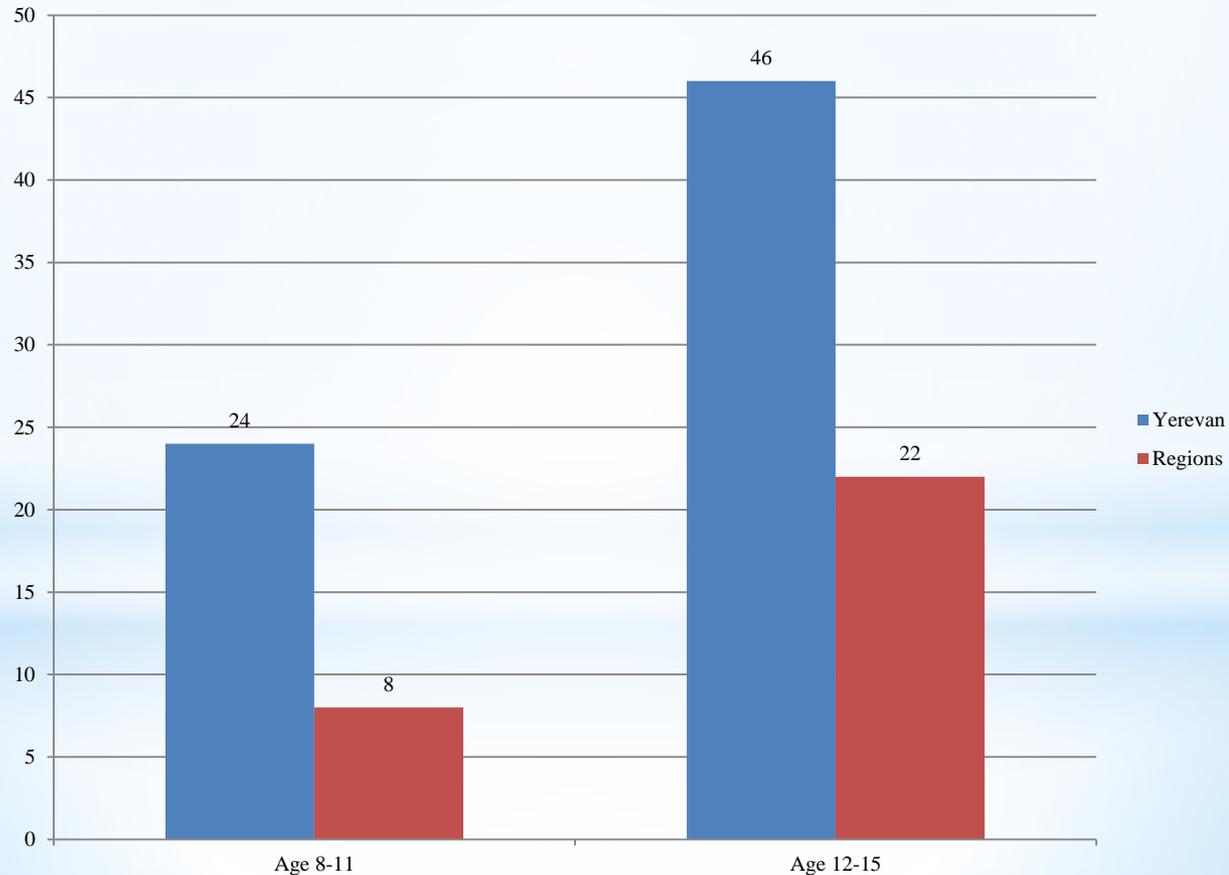
- Hitting
- Shouting
- Lying
- Struggling for something/someone



Findings

Survey with children

The following chart represents the participants based on age and residence



Findings

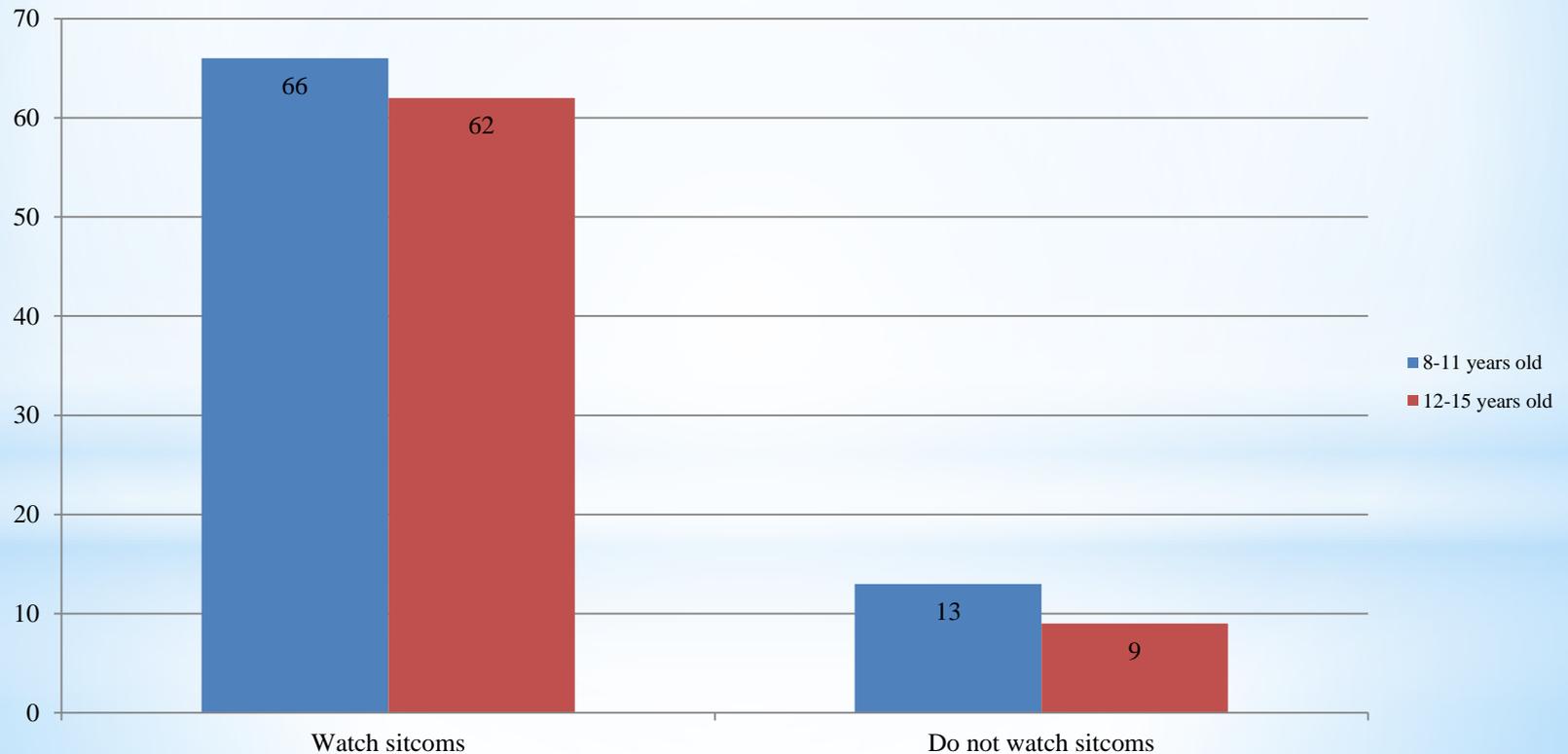
Survey with children

- Children from the regions watch Armenian sitcoms less than the children from Yerevan
- Gender does not play a role regarding sitcom watching behavior
- The younger the child is, the more he/she uses the words/phrases and mimicks the behavior.
- When the frequency of watching sitcoms goes up, the frequency of using the words/phrases and mimicking the behavior also goes up.
- 80% of children have recognized the words from Qare Dard and 79% from Domino sitcoms
- Only 19 of 100 children never used the words and 27 of 100 never mimicked the behavior of the characters.

Findings

Survey with parents

The following chart shows how many of 150 parents' children watched Armenian sitcoms.



Findings

Survey with parents

- More the child is old, the more he/she tends to watch these sitcoms
- Younger children watch sitcoms less, as their parents disallow them to watch and they obey
- More the children watch, the more their perception of reality changes.
- When the frequency of watching sitcoms goes up, the frequency of using the phrases from sitcoms and mimicking characters' behavior also goes up.
- Only 19 of 150 children never used the words/phrases, and only 31 of 150 children never mimicked the behavior of the sitcom characters.

Findings - Interviews

“I try to avoid offensive and street-sland phrases, lying or violence, but if they are the natural reaction of the characters to the event, it does not deserve a criticism.”

Narek Avagyan (scriptwriter of Domino)

“Sitcom is the most primitive and influential way of propaganda. It affects the way we see ourselves and our society but in a negative way.”

Yuliana Melkumyan, Sociologist

“If the child is exposed to these sitcoms frequently, the behavior of the characters becomes his/her behavior, which can change the personality, worldview. and self-consciousness of the child.”

Yelena Sardaryan, psychologist

Children use the words/phrases from the sitcoms and discuss the events with each other. We tell them not to use those words or behavior, but they continue anyway.

The opinion of three educators

Findings - Participant Observation

The two-hour participant observation revealed the following information:

- The words/phrases used mostly were *Vay mamamajan, debul, ste ches ste ches ste ches, du mi bzbza, pjrpjr kanem.*
- The words were used mostly by boys; 9 of 13 boys and 2 of 7 girls used the words mentioned above.
- During the two-hour observation, the words were used from 2-3 times by each child.
- Boys were shouting and hitting each other during playing, while girls were only shouting. Children were trying to lie to each other to win.

Limitations and Questions for further research

- * Further research should include more respondents from the regions to compare whether children in regions use the words/phrases from the sitcoms and mimic the behavior of the characters more or less.
- * Further research should consider the interview with the scriptwriter of Qare Dard sitcom.
- * Further research should consider other Armenian sitcoms to understand whether children mimic only the negative.
- * The participant observation was done only in one yard due to the limited time. Further research should do thorough and regular participant observation in different public places to see the interaction between children, and their speech and behavior.

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