

TV

,

2001



TV

,

2002 7



. 2

가

가

가

PD,

PD,

PD,

PD,

PD,

PD

가

가

Abstract .....	v
.....	vii
.....	1
.....	5
A. ....	5
(1) .....	5
(2) .....	7
(3) .....	10
B. ....	13
(1) TV .....	13
(2) TV .....	15

.	.....	22
A.	.....	22
B.	.....	24
(1)	.....	24
(2)	.....	25
(3)	.....	26
(4)	.....	27
.	.....	29
A. TV	.....	29
(1)	.....	29
(2)	.....	31
(3)	.....	34
(4)	.....	37
B.	.....	51
(1)	.....	51
(2)	.....	53
(3)	.....	54
(4)	.....	56
.	.....	58
A.	.....	58
B.	.....	59
.	.....	62

< 1 >	'SesameStreet	.....	19
< 2 >		.....	24
< 3 >		.....	25
< 4 >		.....	26
< 5 >		.....	28
< 6 >		.....	30
< 7 >	TV	.....	35
< 8 >		.....	38
< 9 >	TV	"1000"	..... 39
< 10 >	"	"	..... 41
< 11 >	"	"	..... 43
< 12 >	"	"	..... 45
< 13 >	"	"	..... 47

< 14 > Sesame Street "Social Relation : H, 17" .....	48
< 15 > .....	51
< 16 > .....	53
< 17 > .....	54
< 18 > .....	55
< 19 > .....	57

< 1 > 'SesameStreet .....	16
---------------------------	----

## ABSTRACT

### A Study on Educational Objective, Contents and Format of Early Childhood Education Programs in Television

: Focused on Comparison Domestic Produced Programs and Imported Programs

Hwang, Moon Sun  
Dept. of Mass Communication  
The Graduate School of  
Sogang University

The purpose of this study is to compare and analyze educational objective,

contents and format between domestic produced programs - 'TV kindergarten One Two Three'(KBS1), 'Po Po Po'(MBC), 'Ding Dong Dang kindergarten'(EBS) - and several imported programs such as 'BarneyandFriends'(KBS2),'Tweenies'(EBS), and 'Sesame Street'(KIDS TV) that are broadcasting nowadays.

The two general problems for the study were as follows:

1. It will figure out about programming, educational objective, contents and format of 6 TV early childhood education programs - 'TV kindergarten One Two Three'(KBS1), 'Po Po Po'(MBC), 'Ding Dong Dang kindergarten'(EBS) 'Barneyand Friends'(KBS2), 'Tweenies'(EBS), and 'Sesame Street'(KIDS TV)
2. Are there any differences between domestic produced programs and imported programs in daily subject, educational objective, contents and format?

The process of this study is to examine and compare educational objective, contents and format on the basis of The Kindergarten Educational Curriculum by the Ministry of Education. Especially, the study analyzes TV influences in children's socialization and importance in early children's social education.

The result of this study is as follows:

1. Programming ratio of domestic children educational program to those of imported programs is 7:4. In other words, domestic produced programs enjoy comparative advantage in programming. Yet, it is less that programming of entertainment programs and concentrated in specific genres.
2. There isn't any differences between domestic produced programs and imported programs in educational objective. However imported programs emphasize more specifically and realistically in activity, human worth, and ability

of problem solving, etc.

3. Social activity was dealt most in all programs. Scientific activity, expression activity, language activity, and activity for health was following in order

4. Rather than domestic produced programs, those imported programs deal with educational objective and contents of social activity, specially collective life.

5. The education objective of social activity was shown well in a sitcom format rather than a magazine format

TV 가

,

TV가

TV

가

5가

가

'TV  
' 'Sesame Street' 6  
72 2,160 SPSS  $x^2$  , t 6

TV  
7 : 4

가

가

4

가

TV

가

가

가

,가 . . .

. :

가

TV,

TV

가

Lyle

2~4

가 5~6 TV  
 6 TV 가  
 .1)  
 TV 6~9 TV  
 2 가 TV 3 가  
 TV .2)  
 가 .3)  
 TV  
 . TV , TV  
 , , 가  
 TV 가

CTW(Children's Television Workshop)

'Sesame Street( )'

TV 가 .4)  
 , 1970 ' (KBS)' 1980 'TV  
 ' , ' , ' , 20  
 가

1) , \_\_\_\_\_ ( : ), 1997, p78,  
 2) Anderson & Levin, Young Children's Attention to Sesame Street, Child Development 47, 1979  
 3) , " TV " \_\_\_\_\_ 5 (1987), p357  
 4) , " 가 " , \_\_\_\_\_ 12 (1990), p113

TV

1998

'(美), '(英), 'Sesame Street'(美)

가

가

(1999)

5)

(1999)

6)

가

TV

5) \_\_\_\_\_, " \_\_\_\_\_ 343 (1999), p130

6) \_\_\_\_\_, "TV \_\_\_\_\_ : \_\_\_\_\_ 35

: \_\_\_\_\_, " \_\_\_\_\_

\_\_\_\_\_, 1999 5 28



(format)

가

가

가

TV

가

'TV

',' '' ''

','

',' 'Sesame Street' 6

가

TV

가

A.

(1)

가

가 . Hess Easton(1962)

, , 가 6

, 가 가 .13) . (1999)

.14)

. Michaelis(1980)

가

가

15) Seefeldt(1984)

( , , , , , )

, 가 ,

.16)

(2001)

가

.17)

(1980)

13) Hess, R.,Easton, D., "The Role of the Elementary School in Political Socialization", The School Review, 70:3 (1962), p257-259

14) , \_\_\_\_\_ ( : ), 1999, p17

15) Michaleis, J. U., Social Studies for Children : A Guide to Basic Instruction (7th ed), (N. J. : Prentice-Hall, Inc.),, 1980, p3-6

16) Seefeldt, C., Social studies for the Preschool-primary Child (Columbus, Ohio: Charles E. Merrill), 1984

17) , \_\_\_\_\_ ( : ), 2001, p15

.18)

가 ,

가 가

.19)

Leeper, Brophy, Crowder

.20)

가

가

가

가

가

가

가 , ,

가

가 , , , 가

, 가 , ,

18) \_\_\_\_\_, op. cit., p13

19) \_\_\_\_\_, Ibid.

20) \_\_\_\_\_, Ibid., p14

가 , 가  
6 .21)

가 가

가 , 가  
< 4 >

(2)

가 가

(a)

(observe) (model)  
가 TV 가  
Bandura(1971) 가  
) 가 가 ( .22)

21) \_\_\_\_\_, Ibid., p16-17

가

(b)

가

가

Freud

6

(model)

가

가

가

, 가

(id),

(ego)

(super ego)

가

가

가

가

(c)

22) , op. cit., p45,

가

Piaget

가

(equilibrium)

.23)

가

Vygotsky 24)

(3)

가

가

. Frederick(1980)

25) 가

23) \_\_\_\_\_ ( : \_\_\_\_\_ ), 2001, p101

24) \_\_\_\_\_ ( : \_\_\_\_\_ ), 1998, p91

25) \_\_\_\_\_ : \_\_\_\_\_ ( : \_\_\_\_\_ ), 1980, p53

가 가

.26) 가  
가

가 (love - hostility), (autonomy - control) 27), (authoritative), (authoritarian), (permissive)  
28) 가 , 가 ,  
가 .29)

가

- .30)
- 가 가
- 
- Frederick Elkin, "The Child and Society: The Process of Socialization", McGill University
- 26) Bronfenbrenner, U. "Ecology of the family as a context for human development research perspectives" Developmental Psychology, 22, p723-742 : , , \_\_\_\_\_ ( : ), 1986
- 27) Schaefer, E. S., Bell, R. Q., Bayley, N. "Development of a maternal behavior research instrument, The Journal of Genetic Psychology.
- 28) Baumrind, D., Child care practices anteceding three patterns of preschool behavior, Genetic Psychology, 75, p43-88
- 29) , op. cit., p68 ; , " , 가 ( 1995), p27-30
- 30) , op. cit., p123

.31)

, TV,

가 TV

.32)

TV

.33)

Leifer(1974)

가

TV

TV

(1986)

가

가

가

TV

가

.34)

31) \_\_\_\_\_, Ibid., p126

32) \_\_\_\_\_, “ \_\_\_\_\_ ”, \_\_\_\_\_ 4 (1993), p276

33) Stein Bryan, 1972 ; Freidrich Stein, 1975 ; Hearold, 1986 ; \_\_\_\_\_, “ \_\_\_\_\_ ”, \_\_\_\_\_ (1999), p54,

34) \_\_\_\_\_, “ \_\_\_\_\_ ”, \_\_\_\_\_ (1986),

가 ,  
가

TV

B.

(1) TV

TV  
가

가

TV 2~3 가  
. 가 TV  
,35)

---

35) , op. cit., p275

Schramm(1961) TV 5 1  
 2 5~17 1 1  
 . Lyle Hoffman(1972) 1  
 4 , Greenberg Dervin(1970) 6  
 36)

‘TV(TVTurnoffNetwork)’

(2001) 1 TV 6 , 2~17 TV  
 18 40 (900 ) TV  
 (1,023 ) ,37) 4~9 TV  
 1 40 2 30  
 1 가 가 ,38)

TV ,39) TV

Bandura(1963) 가 TV  
 가 TV  
 가 ,  
 가

,40)

Collins(1975) 가

36) \_\_\_\_\_, Ibid., p276  
 37) <http://www.tvturnoff.org/factsheets.htm/>  
 38) 2000 \_\_\_\_\_ ( : \_\_\_\_\_ ), 2001, p464 : AC Nielsen  
 39) \_\_\_\_\_, op. cit., p276  
 40) \_\_\_\_\_, “ TV \_\_\_\_\_ ”,  
 \_\_\_\_\_, 1987, p10,

가

가 .41)

Howitt Cumberbach(1976) TV

TV가

TV

TV가 가 .42)

Maccoby(1981) TV

TV

.43)

TV

Bandura

가

가 .44) Friedrich

Stein TV 가

Maccoby

.45)

TV 가

(1987)

41) Collins, W. A., "The Development child as Viewer", Journal of Communication, 25, 1975, p35-43

42) Howitt, D. & Cumberbach, G., "The parameters of Attraction to Mass Media Figures", In R. Brown(ed) Children and Television

43) , " TV ", (2000), p16,

44) \_\_\_\_\_, Ibid., p170,

45) , op. cit., p79,

TV

.46)

(1985)

가

가 .47)

TV가

(2) TV

(a)

	S(Source)	M(Message)	C(Channel)	R(Receive)
E(Effect)		Zettl(1976)		

R E S M C

.48)

Zettl

1

가

가

媒体

.49)

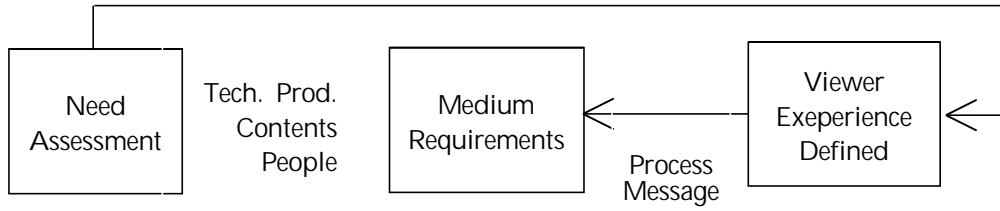
46) , “ ”, \_\_\_\_\_, 203(1987), p105-113

47) , “ ”, \_\_\_\_\_  
\_\_\_\_\_ 7 1985), p168

48) Herbert Zettl, Television Production Handbook (Belmont Calif : Wadsworth Publishing Company), Third Edition, 1976, p381-382

TV

1 Zettl



'SesameStreet'

.50) 'SesameStreet'

가 가 가 가 가

가

'SesameStreet'4.,

가

TV

가

49) \_\_\_\_\_, Ibid., p381-382 : \_\_\_\_\_, “

\_\_\_\_\_”, 7 (1985), p175,

50) Gerald Lesser, Children and Television : Lessons from Sesame Street (New York : Random House Inc.), 1974, p81-84

가

가

가

,51)

TV

TV

. 1998

(2000 3 1

1998-10 ) 6

5

3~4

가

가

51) , “ 5

TV

”

(1997), p5-6

(1993), p25

가

(b)

.52)

Huston Wright(1983)

가

Long

Zoom,

.53)

'SesameStreet'

'SesameStreet'

가

가

.54) < 1

52) , "TV " , \_\_\_\_\_(1983), p137-138

Huston, A. C.-Wright, J. C., Children's Processing of Television : The Informative Functions of Formal Features, (New York : Academic Press, Inc), 1983, p38-39



가 . 가 가 TV

가 .

가

‘SesameStreet’ CTW가

PBS

700 .56) BBC ‘ 가

가 가 가 ,

’

.57)

(1999) , ,

가

가

가

가 .58)

YMCA

(2001) TV

가 가

가

.59)

‘SesameStreet’1966CTW

가

56) \_\_\_\_\_ ( : ), 1995, p295-296

57) , “ ‘99-1 : ”,  
(1999), p51

58) \_\_\_\_\_, Ibid

59) YMCA (2001) ; “ ”,  
(2001), p9



TV

TV

가 가

“~”

가

가

'Sesame

Street', 'TV

‘가

(가 , , )

‘가

TV

가

'TV

‘Sesame Street'

가



TV 1 ) . KBS, MBC, EBS 3  
 TV( ) 1  
 'TV(KBS1)'  
 (KBS2)', '(MBC)', '(EBS)', '(EBS)', 'Sesame Street  
 ( TV)' 6 3 , 3 . 2002  
 3 18 4 12~24 12  
 72 ,62)

< 2 >

TV	KBS 1	~	7:45 ~ 8:05 (20 )
	KBS 2	~	4:30 ~ 5:00 (30 )
	MBC	~	4:05 ~ 4:30 (25 )
	EBS	~	8:10 ~ 8:30 (20 )
	EBS	~	4:05 ~ 4:30 (25 )
Sesame Street	TV	~	2:00 ~ 3:00 (60 )

(2)

62) 가 6 3 'TV  
 (KBS1)' 6 , '(EBS)' '(EBS)' 5 , '(KBS2)'  
 4 , '(MBC)' 'Sesame Street( TV)' 3  
 'Sesame Street'

< 3 >

< 3 >

		가
		) , ,
		( , ) (가 , , )
		가
		,
		/ / /
		/
		/

5 (



가  
2

3 18 4 12 VCR 2

64)가  
가 0.95 .65)

(4)

'TV(KBS1)', '(MBC)', '(EBS)',  
(KBS2)', '(EBS)', 'Sesame Street( TV)'  
, 가

가

(가 , )

( )

가

64) 1

65) (Holsti)가 가  
(R. J. , “

” : , 1995, p214)

$$= \frac{2 \times}{(1 + 2)}$$

72

4가

가 10

(n)

5

“ ” 5 , “ ” 3 , “ ”  
 1 “ ” “ ” 4 , “ ” “  
 ” 2 t -

SPSS

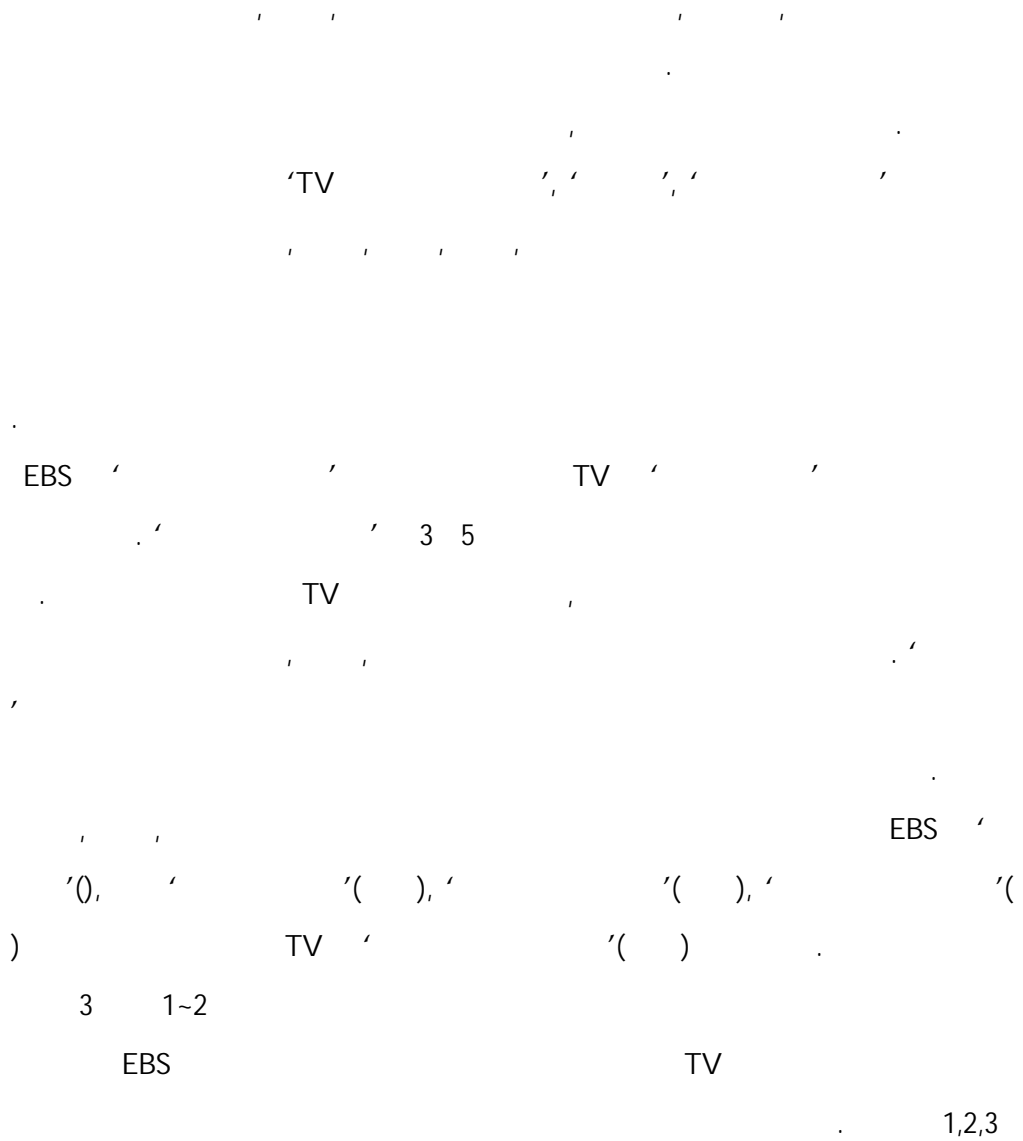
< 5 >

(n)

	TV					Sesame Street
	12	12	12	12	12	12
n (586)	93	93	120	68	91	121
(%)	16.9	16.9	20.0	11.6	15.5	20.4

## A. TV

(1)



11(24%) : 11(24%) : 24(52%)

. < 6 >

< 6 >

66)

(2002 5 )

KBS-1		1	-	-	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-
KBS-2		-	-	-	-	-	-	-	-	-
		1	-	-	-	-	-	-	-	1
MBC		1	-	-	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-
SBS		1	-	-	-	-	-	1	-	2
		-	-	-	-	-	-	-	-	-
EBS		2	1		1	3	2	0	1	10
		1	-	1	-	1	-	10	-	13
TV		2	-	-	1	-	1	1	-	5
		2	-	-	-	-	-	11	-	13
		11	1	1	2	4	3	23	1	46
			11					24		

66)

TV

. KBS, MBC, SBS

EBS

가

7(64%) : 4(36%)

9(82%) : 2(18%)

2(9%) : 21(91%)

가 10

50%

가

. TV

가

(2)

TV

1962 KBS

, 1979

20

. 1980

1981 5 MBC

1982 3 KBS

(現EBS)

'TV

,19829KBS

'TV

22

' ' 92 4

~ 20

1 50

가

1 6 . 99 MBC  
가  
.67) 2 6 6 ' ' 3  
. KBS 2TV '  
' 1994 4 KBS가  
가  
가 1998 '  
'(英, BBC) 11  
2001 3  
1998 99 가  
1998 10 ' '( : Teletubbies, KBS2) 99 3  
ABC 가 ' '(Banana in Pyjamas, SBS) PBS  
'SesameStreet'(),5BBC ' '(Noddy, MBC), 11  
TV ' '(SBS)가  
. BBC  
25 1~4  
, 2  
가  
. 'SesameStreet' 1969  
CTW(Children's Television Workshop) PBS TV  
가  
TV

67) , op. cit. ; YMCA , "KBS, MBC, SBS, EBS", (2001)

가 96 가 4 60 가 4~7 가 4  
 TV TV TV  
 3D 3D 2~7  
 2000 7 '가  
 '(The Blue's Clues, KBS2)  
 ' " " 가  
 11 PBS '(Barney  
 and Friends, KBS2), BBC '(Tweenies, EBS)가 가  
 40% ' 1992  
 PBS "Barney & Friends" 13 100  
 ' ' 1999 9 BBC가  
 가 (3), (1) 4

2002  
 'TV(KBS1)', ' (MBC)', ' (EBS)' ' (KBS2)', ' (EBS)'

'Sesame Street( TV)' 8  
4~5 TV  
2

68)

'TV(KBS1)', '(MBC)', '(EBS)'  
(KBS2)', '(EBS)', 'Sesame Street( TV)' 6  
가

(3)

(a)

KBS 1 'TV' 4~7

“ ” 가 “ ”  
가 가

가가

IQ, EQ, SQ, MQ, CQ

MBC ' ' 2000 6

---

68) “ ” (1997) ;  
“ ” op. cit. ; YMCA (2001) ; “ ”  
“ ” (2001)

2000

EBS

. 2002

6~7

< 7 > TV

69)

	TV	4~7	
		6~7	
		3~6	
		3~7	가
	Sesame Street	3~6	

69)

TV

6

(b)

KBS 2 2~5

EBS 3~7

가

70)

가

TV , <http://www.kbs.co.kr/1tv/tvkindergarten/>

, <http://www.imbc.com/>

, <http://www.ebs.co.kr/>

, <http://www.kbs.co.kr/2tv/barney/program.shtml/>

<http://pbskids.org/barney/>

, <http://www.ebs.co.kr/>

<http://www.bbc.co.uk/education/tweenies/tellytime/abouttheshow/page1.shtml>

Sesame Street <http://www.sesameworkshop.org/sesame/>

70) 2001 11 14 36 , 2001 11 12 49 , 2001

TV 'SesameStreet'  
'SesameStreet' 5가

.71)

'SesameStreet',가

(4)

가 가

. TV

( )

가

'TV

(KBS1)', ' (MBC)', ' (EBS)', ' (KBS2)', ' (EBS)', 'Sesame Street( TV)'

, 가

< 8 >

11 60 20 , 2001 11 8 29 , 2001 11 3 21

71) Lesser, Gerald S., Children and Television : Lessons from Sesame Street (NewYork : Vintage Books), 1974

< 8 >

						*	Se. no.
TV	4/1	20		1000			11
(KBS 1)							
(MBC)	4/3	25			가		9
(EBS)	4/4	20					10
(KBS2)	3/18	30					17
(EBS)	4/4	25					11
Sesame Street ( TV)	3/19	60		Social Re- lation : H,17			31

\*

(1) TV

(a)

“ 가 ”, “

가 ?"

가

가

가

(b)

< 9 > TV

"1000

" (41 / )

1		47"					
2		14"	1	2			
3	가 < >	1'			4		
4		1'30"	1	2	2	가	
5		40"	1	2	2	가	
6		1'33"	3	5	2		
7		2'10"	2	5			가

8		2'15"		2	2		가	
9		1'15"						
10		5'15"	3D			6		
11		1'						

(c)

6

, 가

(2)

(a)

" "

가

(b)

. 가

(c)

. 가

가

가

< 10> " !" (4/3/ )

1		4'		4	3		
2	가	1'55"				6	가 가
3		40"		4		4	가
4		1'12"		1		2	
5		2'43"		1		6	
6		1'08"				3	
7	<	> 1'27"		1	1	1	
8		5'10"		7	2		

9		47"						

(3)

(a)

(b)

( ) , ( )가  
 , 가 가

(가 ) , . .

가

(c)

가

< 11> “ ” (4/ )

1		1'12"		2				
2		3'13"		3	2		가	
3	1	1'45"	ENG '			2	가 가	
4		55"		2	2		가	
5		1'15"		2				가
6		52"		2	2	3		
7	2	2'28"	ENG '	3	1	3	가 가 가	
8		3'20"		2				
9		32"						
10		1'43"		1	2		가	



(4)

- “ ”

(a)

“ > 가 ~ ” <

가

7 ‘

’ 가

“ ”

(b)

가

(가 )가 4~5 ( )

(c)

가

< > < >

< 12> “ ” (3/18/ )

1		1'15"	2	2	1	가	
2		1'15"	2	2	1		
3		1'20"	2	2	1		
4		1'37"	2	2	1		가
5		1'18"	2	2	1		
6		2'	2	2	1		
7		1'50"	2	3	1	가	
8		1'20"	2	2	1		
9	가	40"	2	2	1		
10		2'30"	2	3	1		가
11		45"	2	2	1		

12		1'15"		2	2	1		
13		3'10"		3	3	1	가	가
14		1'12"		2	2	1		
15		1'13"		3	3	11	가	
16		1'		2	2	1		
17		35"				1		

(5) - " "

(a)

가  
가  
가  
가  
가  
가

(b)

4

(c)

< ?>  
가  
가 "

< 13> " " (4A/ )

1		2'20"	3	2	1		
2		2'35"	1	2			
3		17"	2	1			
4		2'	1	1			
5		33"	2	2			
6		1'15"	1	1			
7		33"	1	1			
8		1'40"	2	1			

9	가	15"		3	2		가 가 가	
10	가	4'12"			1	6		
11		1'10"		3	2	1		

(6) Sesame Street - "Social Relation : H, 17"

(a)

가 가 가  
가 가  
가

Sesame Street

< 14 > Sesame Street "Social Relation : H, 17" (3/19/ )

1		1'29"		4	1		
2		1'34"	ENG	1	1		가
3		50"					H
4		33"					H
5		2'34"		2			
6		2'		4			가
7		2'53"		1	1		

8		1'20"		1	1		
9		19"					1~17
10		43"	CG				17
11		1'54"					1~17
12		67"		4	1		
13		2'11"				2	
14	Day Care	31"	ENG	1	1		
15		1'12"	CG	2	1		
16		45"	ENG	4	3		가
17		1'51"				2	가
18		2'15"		2	1		
19		44"			2		
20	Hat	45"	ENG	3	2		
21	Hello	1'40"					H
22		19"					
23		1'27"	CG	1			가
24		1'		3	2		
25		1'39"	ENG	1			
26		3'31"	ENG	5	4		
27		24"					1~17
28		1'45"		2	1		가
29		1'15"		2			
30		4'15"	CG	5	3	2	
31		43"		2			

(b)

가 ( , , , , )  
가 10~15  
가 “ ” (3)가 가

(c)

가 가  
가 가 가  
‘TV’, ‘SesameStreet’  
가 가  
‘TV’, ‘SesameStreet’  
‘TV’, ‘SesameStreet’  
가, ‘SesameStreet’  
‘TV’, ‘가’, ‘SesameStreet’  
가, ‘SesameStreet’

가 ) 'SesameStreet'(

(가 , , ) ,

B.

TV ,  
가

(1)

(a)

'TV(KBS1)', '(KBS2)', '(MBC)',  
(EBS)', ' (EBS)', 'Sesame Street( TV)'  
12 72 5가  
15

	TV					Sesame Street	
	17(18.3)	38(40.9)	49(40.8)	29(42.6)	31(34.1)	61(50.4)	225(38.4)
	-	6(6.5)	8(6.7)	19(27.9)	-	16(13.2)	49(8.4)
	12(12.9)	17(18.3)	20(16.7)	-	8(8.8)	12( 9.9)	69(11.8)
	23(24.7)	15(16.1)	11(9.2)	5(7.4)	5(5.5)	-	59(10.1)
	41(44.4)	17(18.3)	3(26.7)	15(22.1)	47(51.6)	32(26.4)	184(31.4)
	52(100)	93(100)	120(100)	68(100)	91(100)	121(100)	586(100)
	$\chi^2 = 144.539, df = 20, p .05$						

15

$\chi^2$

( $\chi^2=144.539, df=20, p .05$ )

가

'TV

5

(38.4%) 가

(31.4%)

(11.8%)

(10.1%),

(8.4%)

'TV

, 'Sesamestreet'

(b)

'TV(KBS1)', '(KBS2)', '(MBC)',

(EBS)', '(EBS)', 'Sesame Street( TV)' 72 가

< 16 >

16  $\chi^2$  ( $\chi^2=159.710$ ,  $df=20$ ,  $p .05$ )

가

가 (29.8%), (25.8%),

(23.6%) 가 (12.9%) (8.0%)

'TV

< 16 >

(%)

	TV			Sesame Street			
	8(47.1)	-	10(20.4)	-	-	-	18(8.0)
	-	15(39.5)		18(62.1)	-	20(32.8)	53(23.6)
가	-	7(18.4)	9(18.4)	-	-	13(21.3)	29(12.9)
	-	8(21.1)	10(20.4)	11(37.9)	10(32.3)	19(31.1)	58(25.8)
	9(52.9)	8(21.1)	20(40.8)	-	21(67.7)	9(14.8)	67(29.8)
	17(100)	38(100)	49(100)	29(100)	31(100)	61(100)	225(100)
	$\chi^2 = 159.710$ , $df = 20$ , $p .05$						

'SesameStreet'

(2)

가

17

17

t -

0.05

(t = - 2.196, df = 584, p = .029)

(t = - 2.631, df = 584, p = .009),

(t = - 8.789, df = 584, p = .000)

가

< 17 >

		N			t		
		306	.80	1.40	- 2.196	584	.029*
		280	1.08	1.59			
		306	1.29	1.54	- 2.631	584	.009**
		280	1.64	1.67			
가		306	.65	1.29	.233	584	.816
		280	.63	1.34			
		306	1.31	1.58	- 8.789	584	.000**
		280	2.45	1.54			
		306	1.07	1.55	- 1.888	584	.060

		280	1.33	1.74			
--	--	-----	------	------	--	--	--

\* p < .05    \*\* p < .01

3

(3)

가

18

18

t -

0.05

'(t = - 2.415, df = 584, p = .016), '(t = - 2.381, df = 584, p = .018), '(t = - 2.796, df = 584, p = .005), '(t = - 3.231, df = 584, p = .001), '(t = - 9.923, df = 584, p = .000), '(t =

< 18 >

		N			t		
		306	.41	1.11	- 2.415	584	.016*
		280	.65	1.31			
		306	.17	.66	- 2.381	584	.018*
		280	.34	1.03			
		306	.23	.85	1.719	584	.086
		280	.13	.62			
		306	.61	1.25	.598	584	.550

			280	.55	1.23			
			306	.51	1.14	- 2.796	584	.005**
			280	.81	1.43			
			306	.17	.713	- 3.231	584	.001**
			280	.42	1.12			
가	가		306	.61	1.26	.580	584	.562
			280	.55	1.28			
	가		306	.09	.55	.371	584	.711
			280	.08	.50			
			306	.82	1.39	- 9.923	584	.000**
			280	2.06	1.64			
			306	.15	.70	.612	584	.541
			280	.11	.58			
			306	.35	1.00	- 6.041	584	.000**
			280	1.00	1.57			
			306	.23	.89	2.191	584	.029*
			280	.10	.61			
			306	.26	.894	- .731	584	.465
			280	.32	.99			
			306	.17	.70	1.709	584	.088
			280	.08	.52			
			306	.55	1.25	- 1.630	584	.104
			280	.74	1.52			
			306	.01	.17	.957	584	.339
			280	.00	1.00			
			306	.05	.42	- .038	584	.970
			280	.05	.40			
			306	.04	.36	- 3.681	584	.000**
			280	.23	.85			





TV가

TV

가

5가

가

'TV

'Sesame Street' 6

6

72

2,160

SPSS

$x^2$ , t

TV

7 : 4

가 10

가



B.

TV

가

가

( )

'SesameStreet' ( )

가

가 30

3

6~7

6

1

72 2,160

가

가

가

가

'SesameStreet'

가

가

가

가

TV

가

-가

가

가

,가

가 .

1.

“

”

(1995)

“

” (1992)

“

” (1993)

“ TV Program : 5

” (1998)

“ 5 TV ”

” (1997)

“ ”

” (1997)

“ , 가 (

” (

1995)

“ TV ”

” (2000)

“ TV

” (1987)

“ ”

” (1999)

“ ”

” (1988)

“ ”

” (1986)

“ ”

” (1998)

2.

, “ TV ” \_\_\_\_\_ 5  
 (1987)  
 , “ \_\_\_\_\_ ”, \_\_\_\_\_  
 \_\_\_\_\_ 7 (1985)  
 \_\_\_\_\_, “TV \_\_\_\_\_ ”, \_\_\_\_\_(1983)  
 \_\_\_\_\_, “ 가 \_\_\_\_\_ ”, \_\_\_\_\_  
 \_\_\_\_\_ 12 (1990)  
 \_\_\_\_\_, “ \_\_\_\_\_ ”, \_\_\_\_\_  
 \_\_\_\_\_ 4 (1993)  
 , “ \_\_\_\_\_ ’99-1: \_\_\_\_\_ ”,  
 \_\_\_\_\_ (1999)  
 YMCA \_\_\_\_\_, “KBS, MBC, SBS, EBS  
 \_\_\_\_\_, \_\_\_\_\_ (2001)  
 . \_\_\_\_\_, “ \_\_\_\_\_ : ’80~95  
 \_\_\_\_\_, \_\_\_\_\_ (1996)  
 . \_\_\_\_\_, “ TV \_\_\_\_\_ ”, \_\_\_\_\_ 96-23,  
 \_\_\_\_\_ (1996)  
 , “ \_\_\_\_\_ ”, \_\_\_\_\_, 203 (1987)  
 , “ \_\_\_\_\_ : \_\_\_\_\_ .  
 \_\_\_\_\_, \_\_\_\_\_ 343 (1999)  
 , “ \_\_\_\_\_ ”, \_\_\_\_\_ (1997)  
 \_\_\_\_\_, “ \_\_\_\_\_ ”, MBC \_\_\_\_\_ (1999)  
 \_\_\_\_\_, “ 6 \_\_\_\_\_ : PBS( \_\_\_\_\_ ), NHK2( \_\_\_\_\_ ),  
 \_\_\_\_\_ BBC1( \_\_\_\_\_ ), F3( \_\_\_\_\_ ), ABC( \_\_\_\_\_ ), CBC( \_\_\_\_\_ )”, \_\_\_\_\_ (1996)

3.

, \_\_\_\_\_ ( \_\_\_\_\_ : \_\_\_\_\_ ), 2001  
 . \_\_\_\_\_, \_\_\_\_\_ ( \_\_\_\_\_ : \_\_\_\_\_ ), 1998

- , \_\_\_\_\_ ( : ), 1997
- , \_\_\_\_\_ ( : ), 1995
- · , \_\_\_\_\_ ( : ), 2001
- , \_\_\_\_\_ ( : ), 1998
- , \_\_\_\_\_ ( : ), 1986
- · , \_\_\_\_\_ ( : ), 1997
- , \_\_\_\_\_ ( : ), 1999
- David R. Shaffer, \_\_\_\_\_, \_\_\_\_\_ ( :  
), 2000
- Frederick Elkin, \_\_\_\_\_ : \_\_\_\_\_, \_\_\_\_\_ ( : ), 1980
- R. Wimmer-J. Dominick, \_\_\_\_\_ ( :  
), 1995
- 2000 \_\_\_\_\_ ( : ), 2001
- KBS 年鑑 ( : ), 1982~2001
- 文化放送 年鑑 ( : ), 1981~2001
- SBS 10 \_\_\_\_\_, 1~3 ( : SBS), 2001

Anderson & Levin, Young Children's Attention to Sesame Street, Child Development 47, 1979

Baumrind, D., Child care practices anteceding three patterns of preschool behavior, Genetic Psychology, 75

Bronfenbrenner, U. "Ecology of the family as a context for human development research perspectives" Developmental Psychology, 22

- Collins, W. A., "The Development child as Viewer", Journal of Communication, 25, 1975
- Hess, R., Easton, D., "The Role of the Elementary School in Political Socialization", The School Review, 70:3, 1962
- Herbert Zettl, Television Production Handbook, (Belmont Calif : Wadsworth Publishing Company), Third Edition, 1976
- Howitt, D. & Cumberbach, G., The parameters of Attraction to Mass Media Figures, In R. Brown(ed) Children and Television
- Lesser, Gerald S., Children and Television : Lessons from Sesame Street, (New York : Vintage Books), 1974
- \_\_\_\_\_, Children and Television : Lessons from Sesame Street, (New York : Vintage Books), 1975
- Michaleis, J. U., Social Studies for Children : A Guide to Basic Instruction (7th ed), (N. J. : Prentice-Hall, Inc.), 1980
- Neal E. Miller and John Dollard, Social Learning and Imitation, (New Haven : Yale University Press), 1941
- Nicholas Johnson, How to Talk Back to Your Television Set., (New York : The National General Company), 1970
- Schaefer, E. S., Bell, R. Q., Bayley, N. "Development of a maternal behavior research instrument, The Journal of Genetic Psychology.
- Seefeldt, C., Social studies for the Preschool-primary Child, (Columbus, Ohio: Charles E. Merrill), 1984
- Watkins, B. A., et al, "Effects of Planned Television Programming", In E. L. Palmer and A. Dorr (eds), Children and Faces of Television : Teaching, Viloence, Selling, (New York : Academic Press), 1981

, <http://www.ebs.co.kr/>

<http://www.kbs.co.kr/2tv/barney/program.shtml>

<http://pbskids.org/barney>

, <http://www.imbc.com/>

, <http://www.ebs.co.kr/>

[http://www.bbc.co.uk/education/tweenies/tellytime/abouttheshow/  
page1.shtml](http://www.bbc.co.uk/education/tweenies/tellytime/abouttheshow/page1.shtml)

<http://www.edunet4u.net/baby/html/>

TV , <http://www.kbs.co.kr/1tv/tvkindergarten/>

TV <http://www.tvturnoff.org/factsheets.htm/>

Sesame Street <http://www.sesameworkshop.org/sesame/>

2001 11 8 29

2001 11 12 49

2001 11 3 21

2001 11 14 36

1999 5 28 35 , 2001 11 60 20 ,

1. TV

(1) - 4

2. TV (2) - EBS

3. TV (3) - TV

4. 6

5.

6.

1 TV (1) - 4

(2002 5 )

		KBS-1	KBS-2	MBC	SBS
07	45				
08	05	TV ( ~ )			

16	05			( ~ )	
	30			( ~ )	
	40			( ~ )	
17	00		( ~ )		
18	30				

2 TV

(2) - EBS

(2002 5 )

07	10							
		( )						

	25	( )	( )				
	45						
08	10						
	30	( )	( )		9:00	Small Potatoes( )	
	40	( )	( )	( )			
	50	( )		( )			
09							
10	30						
11	05					16:10	
	30						
	50	( )					
		( )		( )			
12							
13							
14							
15	30						
	40						
16	05					17:00	)
	15						
	25						
	45						
	50						
17	20	( )				17:30	
	30						

3 TV

(3) - TV

(2002 5 )

--	--	--	--	--	--	--	--	--

07	20							新 -1
	30		가					
08	20		가					-1,2
	30							
	45							
09	10				YOGO AHOY			-1
	30							
	40							
	50							
10	30							新 -2
12	30							-2
13	20		( )		( )			
	30			가 ( )				
	50				( )			
14	20							新 -2
	40	Sesame Street			ELMO'S WORLD			
15	10				( )			-1,2
	30				( )			
	45				( )			
16	20				( )			-3
	30			가 ( )				
	30				가 ( )			
17	20				( )			
	30							
	50				( )			

	5
	가 가
가	가 가 가 가 가 가 가
	가
	가 가 가 가 가 가

← 5

:
:
:
:
:

Segment/Sequence

S#		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

A.

1. ?

1)

2)



가	
5. 가	1 2 3 4 5
6. 가	1 2 3 4 5
7. 가	1 2 3 4 5
8. 가 가	1 2 3 4 5
9.	1 2 3 4 5
10.	1 2 3 4 5
11.	1 2 3 4 5
12.	1 2 3 4 5
13.	1 2 3 4 5
14.	1 2 3 4 5
15.	1 2 3 4 5
16.	1 2 3 4 5
17.	1 2 3 4 5
18. 가	1 2 3 4 5
19.	1 2 3 4 5

<

>

		-

A.		-
B.	가	- ( )
C.		-
D.	姓 가	- 가 - / - ( )가
E.	가	-
F.	가	-
. 가 G. 가	가	-
H. 가	가 가	-
I.		-
J.		-
K.		-
L.		- 가 - 가

M.		- ( ) -
N.		- -
O.		- , - -
P.		- - ,
Q.		- - ,
R.	가	-
S.		- , , TV

< 6 >

1. TV (KBS1)

3/18/		4/1/	1000
3/20/	! ! !	4/3/	
3/22/		4/5/	
3/26/		4/9/	
3/28/		4/11/	
3/30/		4/13/	

2. (MBC)

3/18/		4/1/	
3/19/		4/2/	
3/20/		4/3/	
3/25/	가	4/8/	
3/26/		4/9/	가
3/27/		4/10/	

3. (EBS)

3/18/		4/1/	
3/19/		4/4/	
3/20/	가	4/5/	
3/25/		4/10/	
3/26/		4/11/	

3/29/		4/12/	
-------	--	-------	--

4. (KBS2)

3/18/		4/1/	
3/19/		4/3/	
3/20/		4/4/	
3/25/		4/8/	! !
3/26/		4/9/	
3/28/		4/11/	

5. (EBS)

3/18/		4/1/	
3/19/		4/4/	!
3/20/		4/5/	
3/25/	!	4/10/	
3/26/	가	4/11/	!
3/29/		4/12/	

6. Sesame Street ( TV)

	Theme		Theme
3/18/	M, 11, water	4/1/	H, 5, hair
	Mathematics		Social Interaction, Group Relations
3/19/	H, 17, exercise	4/2/	V, 3, dogs
	Social Interaction		Coping with Feelings
3/20/	L, 6, babies	4/3/	Z, 8, babies
	Reasoning		Identifying Feelings
3/25/	T, 19, singing	4/8/	X, 18, farms
	Group Relations		Literacy, Coping with Feelings
3/26/	P, 2, telephones	4/9/	U, 12, flowers, plants, trees
	Coping with Feelings		Science
3/27/	D, 19, telephones	4/10/	J, 0, hair
	Coping with Feelings		Science