



## Group #1 discussion worksheet

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### Instructions:

Read the following statistics with your group and answer the questions as a group. Select a secretary, who will write the answers, and a spokesperson, who will report your answers to the larger group.

### Statistics:

The American Medical Association reports in AMA, 1996 that children spend more than twice as much time learning from media as they do from the combined time with parents and teachers<sup>1</sup>.

The average American child spends approximately 28 hours a week watching television. In a years time, American school children spend twice as much time watching television as they spend in the classroom.

### Questions:

*Why do you think people watch so much television?*

*What activities do you think that television-watching among children often replaces?*

*What kind of things are youth 'learning' from the media?*

*Are certain programs better for young children to watch than others?*

*What makes them "better"?*



## Group #2 discussion worksheet

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### Instructions:

Read the following statistics with your group and answer the questions as a group. Select a secretary, who will write the answers, and a spokesperson, who will report your answers to the larger group.

### Statistics:

Children's TV shows contain about 26 violent acts each hour. During an average prime-time hour there are five violent acts. MTV has at least one occurrence of violence in more than 50% of its videos. The average adolescent is exposed to some 14,000 sex-related references per year.

Content analysis of television reveals that the average American child will witness 8,000 murders on TV by the time he or she is 12. They will see 20,000 commercials a year, and have viewed over 200,000 acts of violence on television, including 16,000 murders, before he or she turns 18 years old.

### Questions:

*Do you believe that watching violence has an effect on young children or adolescents?*

*Why or why not?*

*What about adults?*

*In your experience, do you think that television programs are becoming more and more violent?*



## Group #3 discussion worksheet

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### Instructions:

Read the following statistics with your group and answer the questions as a group. Select a secretary, who will write the answers, and a spokesperson, who will report your answers to the larger group.

### Statistics:

- People of color make up some 30% of the U.S. population, and a majority of the world as a whole.
- People of color get “less than 11% of prime-time [network TV] and three percent of children’s program casts, and, unlike in life, are mostly middle-class.
- Latino/Hispanic people, nearly 10% of the United States population, get about 1% of prime-time and 0.5% of children’s program casts.”<sup>2</sup>
- “Despite the highest poverty rate in the developed world, poor people are virtually invisible in the U.S. media.” On the news, poor and low-income people get a mere .2 percent of coverage.

### Questions:

*What do these statistics say about the diversity of TV programming?*

*How does a lack of diversity affect television viewers?*

*Why do you think this lack of diversity exists?*

*Why might the media hide the fact there is so much poverty in the U.S.?*

*What might happen if issues of poverty and its real causes got more coverage?*



## Group #4 discussion worksheet

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### Instructions:

Read the following statistics with your group and answer the questions as a group. Select a secretary, who will write the answers, and a spokesperson, who will report your answers to the larger group.

### Statistics:

“Women accounted for only 38% of all characters in the 1998-1999 season. Viewers are more likely to see a female alien or angel in prime-time TV than they were a female Asian or Latina character. Seventy-eight percent of the females were white, 16 percent were African American, 3 percent were other-worldly (aliens, witches, etc.) 2 percent were Asian, 1 percent were Hispanic and 3 percent were Native American.”

### Questions:

*What is more common to see on the street – an alien or witch, or a Latina or Asian woman?*

*What are some stereotypes of Asians and Latinas promoted in the media?*

*What is the responsibility of the media to consumers and citizens?*

*Why do you think women, and especially, minority women are so underrepresented?*