




Huma Khan¹, Nimra Yasmeen² & Nimra Sadiq³

¹Assistant Professor, Department of English, The Government SCW University, Bahawalpur

²M.Phil. Scholar, Department of English Literature, The Islamia University of Bahawalpur

³M.Phil. Scholar, Department of English Literature, The Islamia University of Bahawalpur

KEYWORDS	ABSTRACT
Children TV Programs, Educational, Themes, Resilience, Language, Ethics, ETC	<p>This research study is investigating the themes of educational children TV programs broadcasted by Nickelodeon, and Disney. Data has been collected by adopting the content analysis and textual analysis method. Children TV educational programs are designed intentionally to impart the learning and education for the children in a colorful, and entertaining manner. They are produced intentionally to impart education, and problem-solving skills. This research study is exploring the educational children TV program themes in frame of education entertainment theory. This study highlighted important issues wherein results offered significant information for reaching conclusion and extracting certain recommendations. This study will provide an insight that what kind of educational children TV programs were broadcasted, the improvements and changings required for the betterment of the children TV entertainment activity. This study has proven that the children are learning education, problem solving skills and entertainment from these educational children TV programs.</p> <p> 2023 Journal of Social Research Development</p>
Correspondence	Huma Khan
Email:	hummausman27@gmail.com
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INTRODUCTION

Children television have proven influential instrument for creating awareness for social, financial and public development. The children TV programs communicate awareness about human rights, responsibilities and civil rights. The basic purpose of TV is planned and measured by the producers, organization and government. The children TV have confirmed its competence as noble teacher for math, science and social studies. Still, it failed to increase information about history, civilization and literature. (Khan & Paracha, 2019). The children have an essential requirement for information and skills to understand the world, symbols, surroundings and beliefs to perform their role in this world

effectively. This acquisition of life skills will depend on child mental competence, home atmosphere and economic status. A large number of kids' TV programs are educational, varies from completely focused on educational content to those that incidentally communicate audiences. However; a few programs are scripted to deliver a good lesson, each show repeats at close by the 'character' about imparted message (Signorelli, 1987). Media Awareness Network has reported the positive aspects of educational television that "it can prove as a very influential and operative educational instrument for children if used prudently.

Television can support children realize where they can adjust in effective manner in a community, advance closer relations with fellows and personal, and link them to appreciate multifaceted social issues for discussion". (Rosin, 2006). Agreeing to Kirkorian, Wartella and Anderson (2008), children TV Act 1990 demarcated the goals of educational TV that children devote more than three hours in front of TV every day. The main programing must be planning to inform and educate children up to 16 years. These programs should be aimed to satisfy well-informed, thought provoking, emotional & social needs of children (Kunkel, 2001). Federal communication commission was accountable to device Children TV Act 1990 demarcated the rules for educational TV programs that broadcasting of educational program for 30 minutes duration compulsory. Enactment of Children TV Act 1990 was compulsory for the replenishment of license. These educational TV Programs should be aired during 7 A.M & 10 am, though; the kids are probable' in front 'of TV (Jennifer, 2003). Children TV programs are produced targeted to educate children. Although, the educational content is heavily fantasy based to impart educational message to tiny mind of the children. This edutainment is fun and entertaining for children.

Children TV programs are intended to impart social awareness. New genre for children educational TV programs emerged in Latin America is called telenovella. Miguel Sabido is pioneer producer of these telenovelas (1970s). He united communication theory to deliver messages of family planning, and literacy to Latin Americans. He infused model of Albert Bandura and other theorist to measure effects of these programs on attitude. First edutainment series entitled "Love Petrol (2007) delivered the message about the hazards of AIDS with an enjoyable story to citizens of pacific island country of Vanuatu (ETW, 2023). Innate development of intellectual development is related with Piaget Theory. The understanding in children with abstract ideas and logic. Comprehension of ideas and situations in relation to this world. The mental development is linked with the practice of learning, thinking and the behavior of accepting and willingness. A kid at the age of 3, starts to develop self-actualization, personality, character within family, general standard behavior, concept of morality and ethics, and gender role imposed by social norms. Children progress the realization of individual duties and responsibilities in the world of people during school life. The opinions and objectives of publics expected from children.

The standard conduct suitable for interpersonal meetings. A child learns to develop objectivity in his opinions. He tries to nurture cause and effect relationship in diverse situations. Child symbolizes his reasonableness, internal logic and continuity in his play, imagination, and fantasy. He starts to implement simple work to more complex and organized projects (Werner, 2004). First educational program Sesame Street was aimed to realize educational goals, produced by children TV workshop.

This program was directed about an educational curriculum to advance, logic, social, and cultural development. Children have essential requirement for information and skills to understand world, symbols, surroundings and beliefs to perform the role in this world effectively. Sesame Street Series broadcast educational themes like numbers and letters. They introduced and pondered about delicate issues related to children emotive, mental, intellectual and social development like: death, customs power, ethnic, communication, physical disability, marital, pregnancy & even astronomical exploration. This goal was attained with help of production techniques, 'producers and educational experts (Plomp & Ely, 1996).

LITERATURE REVIEW

Kirkorian, Wartella and Anderson, (2008) states that educational TV programing reports direct and indirect results. Educational TV directly effects learning, cognition and academic skills. Where; indirect effect enhances socialization competence that facilitate learning and growth in the school environment. The targeted goal associated with educational children TV programs is achieved with support of children home environment and parents' support. Researchers agreed upon 'educational media' as, 'Any media that conveys a message to audience' about cognition, optimism, pro-social behavior over portrayal and themes considered educational. Educational TV programs are planned to increase academic learning and social skills". Anderson et al., (2001) discovered that teenagers, they had viewed Educational TV programs in childhood have naked better academic performance, self-concept, and ethical behavior as compared to those they used to watch less Educational TV programs in childhood. Schement, (2002) defined that Educational TV programs can attain desired objectives over, 'repetition' of basic program concepts, interactivity 'in actual viewing environment, use of clear language' & motivational production skills has been learnt to increase kids' knowledge of the objective of program.

The standard educational programs reinforced learning process at school. They delivered the idea about reading, number, technical info and art of socialization. Children TV entertainment programs are planned to encourage, entertain and emotive desires of the kids. Educational kids TV shows increase psychosomatic, demonstrative and intellectual necessity of the youngsters. Kids programs deliver strength for multidimensional growth of the children to live in assertive way in this world. Kids TV programs target those issues and problems of human personality for progress that remained neglected in national curriculum and home environment as the theorist show efforts to measure the effects of these programs on behavior. The children educational TV programing expands language skills, communal skills, self-esteem and self-assurance. Further; It encourages to adopt flexibility in opinions and behavior (Center for Media Literacy). Educational Children TV watching practice for 3 to 5 hours results in the increase of vocabulary. However; the appropriate use of vocabulary and grammar is acquired through the interpersonal communication and home environment (Singer & Singer 1983; Singer & Singer, 2009). The rebroadcast of Children Educational TV programs helps in memorization, comprehension and understanding of educational message (Rutherford, Bittman, & Biron, 2010).

The brief summary of important program themes and features can boosts understanding of program content. The repetition in opening and at the end of the program, the role-playing motivational host

and verbal explanation of key program aspects increases learning. Jordan and Woodward (1997) categorized six essentials for quality children's educational TV programs: clarity of presentation, excellence in production of narration, theme and characters. Level of interactivity can be achieved from children audience through new production techniques. The level of interactivity essential to comprehend all aspects and target of educational TV program. The importance of learned message through educational TV programs. Effective social adjustment required four essential skills; reading, arithmetic, skills and general knowledge (Calvert & Kotler, 2003). NCES (1999) discovered that children TV educational programs do not affect all children in same away. Commonly, educational television programs lead children of lower socio-economic status. Linebarger and Walker (2005) reported that the new variety of educational interactive programing involves children's viewers to share during watching. Bob the Builder, & Dora the Explorer are utmost examples of interactivity, problem solving and adventure.

The Electric Company is designed to advance math's skills. Anticipated objectives can be achieved when these programs are watched in school environment. Educational TV Programs "Gullah Gullah Island" & Allegra's Window, imparted the lesson to preschool children about problem solving, pro-social behavior and flexible thinking pattern. 'Blue Clues' endorsed problem solving and thinking skills in preschoolers. The repetition of educational message and time schedule of broadcasting enhances learning and supports to attaining desired goals. Educational TV Program 'Mister Rogers Neighborhood' inspires pro-social behavior, optimistic social skills, creativity, diversity of thought and fantasy. It also imparted the lessons for willpower, teamwork, love feelings, patience for change and ethical values. Gauntlett (2005) cited reference of many researchers who studied the effects of education programs on children. Studies resulted that watching of kind-heartedness & generosity in educational TV shows can bring same behavioral traits performance in children societal conduct and upsurges in 'self-sacrifice, cooperation, kindness, and social skills. If parents encourage children to watch programs. It links child's valuable trainings about society, emotional tolerant, and self-controlled individuals. TV viewing was correlated with academic success in low socio-economic students (Anderson & Collins, 1988).

Theoretical Framework

'The education entertainment theory' positions the practice of presentation educational and social problems in TV programs deliberately in production and delivery. To achieve ideal, communal, institutional and social changes among expected audiences. Miguel Sabido TV producer offered Education and Entertainment theory in light of the Albert Bandura Social Learning theory. He reinforced creed of social learning theory that TV role models help children in copy of their ideal behavior. They inspire from TV models, characters and ideology to present their ideas. They follow presentation of TV program themes, characters, script and adopt in real life. They decide family and social issues in light of TV Series' (Wang, 2021).

Objectives & Hypothesis

1. To explore the number of children Educational TV programs broadcasted by Nickelodeon, Disney during 1999-2018;

2. To investigate Educational TV program themes broadcasted for academic, psychological, intellectual, social and moral development of the children.
3. It is more likely that educational children TV programs are strengthening educational and social needs of the children.

RESEARCH METHODOLOGY

The content analysis method was adopted to investigate the objectives of this research study. The researcher has designed a coding sheet in light of this research objective and previous researchers designed to probe their content analysis goals. Investigator has composed the data about number of educational TV shows and themes of Educational TV programs from archives. Data was collected from: www.common.sense.com, www.wikipedia.com, www.IMDb.com, tropes.com, www.wikifandom.com, www.tvdb.com, www.rotten.tomatoes.com, www.youtube.com www.netflix.com. The researcher has conducted textual analysis for the reporting of themes from different above-mentioned portals. Children TV programs are designed intentionally each episode presents themes for entertainment and learning. The children TV programs each episode comprises over 30 minutes duration. While; teen programs are broadcast for hourly basis. Thematic analysis was conducted by textual analysis of diverse sources like IMDb.com, youtube.com and Netflix. Some of portals were free while few need subscriptions charges. A few children TV channels used to upload broadcasted programs on their websites for a limited duration.

Coding Sheet

The researcher has designed the following coding sheet in light of research objectives in order to attain desired information.

SN	Program Title	Time Duration	Age Group	Genere	Program Category	Theme
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The basis of this thematic analysis is to explore children educational TV program themes broadcasted from Nickelodeon & Disney channel during (1999_2018). This educational TV programs thematic analysis will support in developing the notion of broadcasted program's themes. They can be valued or criticized due to importance of this medium for tiny minds of children. The positive and negative contents have far reached impact. This thematic analysis will bring improvement in production and distribution. Descriptive method was adopted for presentation of thematic analysis. All Children Educational TV program themes broadcasted from Nickelodeon and Disney Channel are included in this research for in-depth analysis, foundation and implication of ideology about children TV programs broadcasted themes.

'Thematic coding is a method of qualitative analysis which comprises record or identifying passages of text or images that are related by a common theme or idea allowing you to 'index the text into categories' and establish a "framework of thematic ideas about it' (Gibbs 2007). 'There are different approaches' to conduct content analysis. Mostly; it consists of six steps; familiarization, coding, generating themes, reviewing themes, defining and naming themes, writing up' (Caulfield, 2022). Thematic coding is descriptive; helps in categorization of things and ideas. This research thematic frame is based on familiarization & reviewing of themes. First ground analyzed popular educational

children TV Programs themes according to the rating. The second categorization is constructed on reviewing and conducting textual analysis of program themes presented for the entertainment of children. This thematic analysis will support in inferring the results of the educational children TV programs content analysis.

RESULTS OF STUDY

A Thematic Analysis of Educational Children TV Programs

The content analysis has showing that following educational children TV program's themes were broadcasted from the Nckelodeon and Disney TV channel in (1999-2018). Nickelodeon broadcasted following educational children TV programs:

Bubble Guppies

This series is about the exploration of under water fish tailed preschoolers in their class room. These "Guppies" are residing in the imaginary subsurface municipal of the BubbleTucky. These are seven characters named Gill, Molly, Deema, Goby, Oona, Nonny and Zooli. The program starts with entry of Molly saying, Hi its Molly, then Gill undertakes performance related to that day episode's theme. They start to sing a lyric 'it's time for Bubble Guppies'. Next the school day starts and the character start to talk about the topic.

The Backyardigans

Backyadigans is an animated fantasy series. The colorful characters do new role in every show. They go for adventure on far away kingdoms in different times from the current time zone. It also provides references about the different geographical ecologies and culture. The series introduced following characters; Uniqua, Pablo, Tyron, Tasha and Austin. The series highlights the importance of imaginative play. Uniqua is the major character friendly and obsessive. Pablo is 8 years old energetic often suffers from panic attacks in difficult situations. Tyrone is friendly but fearful moose. Tasha is strong yellow Hippo. Tasha wears an orange dress and red shoes Austin is a shy, fun loving and creative Kangaroo.

Wonder Pets

The series is about trio of class room pets; 'Linnny the Guinea Pig, Tuck the turtle', and 'Ming Ming the duckling'. The series is designed to create awareness about team work. Dialogues were presented in song style of operetta. Each episode is scripted in a way that 10 members are singing music on orchestra live. In this linking, the wonder pets explored around the world to save animals. These three children can conquer every obstacle with the help of the team work. Thus, it also imparted the lesson of cooperation.

Lazy Town

The show is about an 'aerobic champion', who also played the character of Spartacus. An eight-year-old Stephanie moved to reside with her uncle in Lazy Town. She motivates her new friends to go in open-air and play games, instead of lingering inactive inside, and occupy in video games. In this regard, her skirmishes are reinforced when her uncle, Mayor Meanswell, appeals for the support of superhero Sportacus.

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He encourages residents of 'Lazy Town' to remain fit and strong and 'eat sports candy' or fruits and vegetables. All time Villain Robbie Rotten works to spoil their effort, and tried Lazy Town citizens to be low and lethargic. Each of the children that Stephanie supports expresses destructive features. Ziggy is kind hearted and wants to be a superhero, while; he used to eat unbalanced diet lacking fruits and vegetables. Trixie is mischief-maker with little concern for people. Pixel is a designer who displays anti-social behavior and allots too much time on his computer. Stingy was selfish, arrogant and greedy for everything prevailing in town. As the series proceeds the characters become fewer lazy in search of an improved standard of living.

Blue Clues

The program presents an animated blue-spotted dog named "Blue" as she leaves a trace of clues related to topics of show for the host and the audiences in order to find out her strategies for the day. Meanwhile; the detection of the 'clues', Steve enjoys a series of 'games', and 'mini-puzzles' that is mostly associated with program theme and whole puzzle with the audiences. As the program starts, "Steve and Blue" move transfer from one 'animated set' to another skipping over magic doors, pointing viewers on a trip of detection., Steve returns to his living room. sits in an arm chair to contemplate in the accurate world of Blue's Clues at the end of each episode. He tries to solve three 'puzzles' to get the solution. The game is thought-provoking and imparts problem solving skill. The show presented the basic topics such as colors, numbers math, physics, anatomy, and astronomy. Every episode was designed to increase viewer's attention, understanding, and interactivity from basic educational lessons."

Go Diego Go

The series presents Dora's cousin Diego an 8 years old boy, goes on adventure with his pet jugarto to rescue animals around the world. Diego was firstly appeared in Dora the Explorer the program entitled "Meet Diego" Dora also appear several times in Go Diego Go without her shoes. Diego's elder sister Alicia is a computer expert and multilingual. She receives the animal rescue appeals. She also assists Diego in rescuing animals. Alicia is kind hearted and loves her brother Diego. Their parents are animal scientist. Diego has another older sister Daisy lives in hostel. Diego can speak English Spanish and animals' language. There is the click "Camera" who identifies the presence of other animals.

Wally Kazam

The series presents Wally Kazam and his friends fighting to resolve Bobgoblin's trouble of grand sizes. It started when Wally's Uncle Steve comes to visit his nephew and unintentionally forgets his bottle of double bubbles, which strangely 'duplicate' anything they land on. The bubbles drop into the hands of none other than Bobgoblin, who uses them to create multiple copies of him. A big problem started when, Wally goblins generate a huge bowl of strawberry-pickle pudding, which threatens to marsh the entire town.

The Backyardigans

The Backyardigans series is presented with five main animal characters: Austin, Pablo, Uniqua, Tasha and Tyrone. Each story presents a group of friends at play in any one of their backyard, which can transform into an imaginative setting for a heroic adventure. The Backyardigans explored the

places of 'ancient Egypt, the underwater city of Atlantis, the Canadian frontier, and the enormity of space'. They encounter cunning enemies from acquainted to strangers. The ends of the serial present them into their real world.

Dora and Family in the City

Now Dora is a 10 years old girl, go to school and residing in city of 'Playa Verde, California'. 'She has five friends; Kate painting lover, Emma likes music, Alana is boyish and adores animals, Naiya loves reading and Pablo enjoys playing soccer'. Dora and her friends believe in team work and go for explorations while detecting mysteries of city. Dora has a magic appeal bracelet. This bracelet helps her in resolving mysteries of town. She has a smart phone with a feature that had stored data of previous episodes. She can use this data to assist in solving any problem. All characters are multi-lingual and speak Spanish in adding to English.

Jacks Big Music Show

The series is about the main character Jack, who reflects music is 'super swell'. He has two pals Mary and his dog Me. They have the similar inspiration for music. Mostly they pass their time composing music in 'Jack's backyard clubhouse'. In this linking, they have freedom there to play and sing without any restriction. They introduce music's basics to children like 'dynamics, pitch and tempo, and the basics of songs.

Dora the Explore

The series is about a seven years old Latina Girl "Dora", loves adventure. She used to accompany with speaking purple bag and anthropomorphic chimpanzee named Boots. The series follows a certain format. Program is interactive when Dora starts her travel, they encounter different obstacles and puzzles, which Dora and Boots try to solve with help of audience. They solve riddle puzzles, Spanish language practice, and counting practice. Dora combats with swiper a bipedal anthropomorphic fox who prevented from theft by breaking fourth wall of the audience. The Dora and Boot also come across a "Grumpy old Troll" living under the bridge they across. The Grumpy challenges a riddle to cross the bridge. Each episode ends Dora successfully arrive at locality singing the song, "We did it". The Disney Channel has broadcasted the following educational children TV programs during the 1999_2018.

Little Einstein

The little Einstein series is about four friends go on a project with their 'rocket ship'. Each project is linked with a classic song, and painting. The series is curriculum based to teach about cultural art, classical music, Baroque classical and Romantic Era's Romantic scenery. It encourages interactivity during watching TV program. Such as tapping their laps, waving or singing along to help characters displayed on their "project".

The Octonauts

The series presents anthropomorphic characters the Octopod with the company of three primary characters Captain Barnacles Bear, Lieutenant Kwazii Cat, and doctor Peso Penguin. All the time they eager to embark a new exciting mission. A squad of champions heading for to achieve their goal. Every time there is a criminal activity in the sea. They save startling sea creatures in a marine.

They travel around incredible under water worlds and often save the day before returning safely to their home.

Guess How Much I Love you

The series is based on the best-selling picture book. The story is about the ‘Little Nutbrown’. It presents the colorful life of Nutborn hare for children. The series is portrayed in the amidst of the pastoral hills and green meadows. The stories evolve as Little Nutbrown hare and his friends Little Grey Squirrel and Little Field Mouse travelled in their environments and explore natural beauty. They used to listen stories from White Owl’, and infer new approaches about region and themselves. At the end of the day exhausting his stamina, the Nutborn drifting off to sleep with his father’s protection.

Imagination Movers

It’s a live action series about four brothers’ and four best friends persuaded to solve problems of others. The series is based on imagination mover’s popular alternative rock band of same name. The band consist on four names; Rich Collins, Scott Durbin, Dare Poche and Scott Smithy. The Smith is a creative handyman who cannot wait to solve idea emergencies that trouble themselves and their friends. Band of imagination mover live in “idea Warehouse”, which has wide variety of rooms with different climates and sizes such as Jungle Room, and a tropical Island Room. In each episode they serve people in ideal emergency. They find exceptional ways to resolve problems. They are often facilitated by anthropomorphic Pet mouse and Nina friend.

Jack and the Never Land Pirates

The series is about a group of three children named Captain Jake, Izzy, and Cubby. The pirates team comprise over two boys and a girl, searching for treasure in ‘Never Land “area. They have three rivals, Captain Hook, Mr. Smee, and a Crocodile. Mostly Captain Hook creates hindrance into their fun and snatches their treasure. Jack with his friends fights to get his treasure back and counts their gold doubloons. They are awarded gold doubloons after solving puzzles. They save their treasure in chest, ‘Team Treasure”.

Phineas and Ferb

The cartoon is about the journey of two stepbrothers, aggressive Phineas and his crime partner Ferb, who has proven his worth as a step brother. He joins an engineer instructor for getting training. The kids will enjoy the Zany’s schemes. The show is funny and hilarious. It teaches about magic, fantasy characters, friendship, strength, shyness and the team work. “Phineas and Ferb” plan schemes and remained a step forward of their wicked sister, while; domestic Platypus plans against immoral.” Dr Doofenshmirtz”. Young stepbrothers want to pass their summer vacation in feat and adventure. They planned different activities for each day like backyard surfing, theme park ride and musical night. Mostly they go along with their pet Platypus, whose mission is to save the world from the evil Dr Doofenshmirtz.

Table 1 List of Educational TV Programs Broadcasted by Nickelodeon

SN	Program Title	Time Duration	Age Group	Genere
1	Bubble	January 24, 2011- October	Preschooler-	Animation, Comedy, Musical,

	Guppies	21, 2016	(4yr-8yr)	Sketch Comedy
2	The Backyardigans	October 11, 2004_May 31, 2010	(4yr-8yr)	Adventure/Music/Educational/a CGI-animated
3	Wonder Pets	March 3, 2006_September 3, 2016	(4yr-8yr)	Animated /Puppetry/Music /Educational/Drama
4	Lazy Town	Sept 6th, 2005–Sept 16th, 2011	(4yr_8yr)	Animated Educational Interactive
5	Blue Clues	September 8, 1996_August 6, 2006	(4yr-9yr)	Educational /live Action/Animated/ Game Show

Table 1a List of Educational TV Programs Broadcasted by Nickelodeon

SN	Program Title	Time Duration	Age Group	Genre
6	Go Diego Go	Sept 6th,2005–Sept 16th, 2011	(4yr_8yr)	Animated Educational Interactive
7	Wallykazam,	February 6, 2015	3+	Kids' Animation
8	The Backyardigans,	October 11, 2004– July 12, 2013	4+	Children's music Adventure
9	Dora and Family in the City	August 14, 2000_ June 5, 2014	5+	Animated/Educational/Adventure
10	Jacks Big Music Show	September 12, 2005 – April 1, 2008	2+	Children's music Puppetry
11	Dora the Explore.	August 14, 2000_ June 5, 2014	3+	Animated/Educational/Adventure

Table 2 List of Educational TV Programs Broadcasted by Disney

SN	Program Title	Time Duration	Age Group	Genre
1	Little Einstein	October 9th 2005- 22nd Nov 2009	(4yr 9yr)	Interactive / Animated
2	The Octonauts		(3yr-12yr)	Magic & Fantasy, Adventures, Ocean Creatures, Animation, Action
3	Guess How Much I Love you	August 31, 2012	3+	Kids' Animation
4	Imagination Moverse	September 6, 2008 – April 14, 2013	3+	an American live-action preschool television series
5	Jack and the Never Land Pirates	February 14, 2011– November 6, 2016	3+	Children, Adventure, Fantasy, Musical
6	Phineas and Ferb”,	August 17, 2007 – June 12, 2015	5+	Comedy, Musica

DISCUSSION

This research study examination on thematic analysis regarding children's television educational programs has revealed that Nickelodeon has broadcasted 11 EDTV Programs. Conversely; Disney has broadcasted only 7 EDTV programs during 1999_2018. Nickelodeon channel has broadcasted following EDTV program themes. Bubble Guppies series is about exploration of under water fish tailed preschoolers in their class room. Backyardigans is an animated fantasy series about colorful characters perform new role in each episode. Their adventures take them to far away countries in

different eras from current time zone. It provides references about different geographical ecologies and culture. Wonder Pets series is about the trio of pet's class room; Linny the Guinea Pig, "Tuck the turtle", and "Ming Ming the duckling". The Octonauts series presents anthropomorphic characters ready to embark a new exciting mission. The series is intended to create the awareness about team work. The wonder pets travel around the world to save animals. These three children can conquer every obstacle with the help of team work. Lazy Town series is about an aerobic champion who also played the character of Spartacus. An eight-year-old Stephanie shifted to live with her uncle in this Lazy Town. She motivates her new friends to go outdoor and play, instead of remaining inactive inside, and surfing video games.

Her struggles are supported when her uncle, Mayor Means well, appeals for support of superhero Sportacus, who encourages residents of Lazy Town to remain fitting and strong and eat sports candy or fruits and vegetables. All the characters inclined to have negative behaviors. Blue Clues series presents an animated blue-spotted dog named "Blue" as leads a trace of clues. The theme is related to the puzzle solving with the help of spectators. As the show advances, "Steve and Blue" moves from one animated set to alternative skipping over magic doors, pointing viewers on a trip of detection. At the end of each story, Steve comes back to living room sits down in an arm chair to contemplate. It presented the basic topics such as colors, numbers math, physics, anatomy, and astronomy. Every episode was designed to increase viewer's attention, understanding, and interactivity through basic educational lessons. Go Diego Go series presents Dora's cousin Diego, an eight-year-old boy who embarks for adventure regularly including saving animals and guarding their surroundings. Diego has "jaguar friend named "Baby Jaguar", who supports him in saving animals. Wallykazam and his friends fight to undo Bobgoblin's trouble of epic magnitudes. It started when Wally's Uncle Steve comes to visit his nephew and unintentionally forgets his bottle of double bubbles, which strangely "duplicate" anything they land on. Backyardigans explored in to ancient Egypt, underwater city of Atlantis, the Canadian frontier, and the vastness of outer space, where they must challenge some sort of tricky and fend off enemies.

Dora is now 10-years-old, go to school and lives in the city of Playa Verde, California. She has five friends with different interest level. Dora and her friends work together and go on adventures while discovering the secrets of their city. Dora has a magical charm bracelet that supports her. Jack Big Music Show presents jack, his friend Mary and his dog Mel. They are learning music in backyards. They introduce children to basic music skills like dynamics, pitch and tempo, and the fundamentals of songs. Little Einstein is about four friends go on an operation with their rocket ship. Every project is attached with a classic song, and painting. The series is to teach about cultural art, classical music, Baroque, classical and Romantic Era's Romantic scenery. A squad of victors heading for to achieve their goal. Every time there is a trouble in the sea. They go in the marine to rescue amazing sea creatures. Guess How Much I Love you is based on the best-selling picture book brings the world of Little Nutbrown hare to life for preschoolers. The stories take shape as Little Nutbrown hare and his friends Little Grey Squirrel and Little Field Mouse explored their surroundings and learn about nature, listen to stories from Little White Owl, and make new discoveries about their world and themselves. Imagination Movers series is live action series about four brothers' and four best friends persuaded to solve problems of others. Series is based on imagination mover's popular alternative

rock band of the same name. They are living in innovative house. In each episode they help people to resolve the emergency.

CONCLUSION

This research study can infer results that educational children TV programs are providing education to the children in colorful and entertaining manner. The children are communicated the message of numbers, alphabets, logic, problem solving, vocabulary, history, art, music and culture over animated and anthropomorphic characters. The academic, moral, social and ethical messages are embedded in fantasy, adventure, games and music activity. The children's characters are acting in heroic manner. They are induced to play inter active role during watching activity. They are heading to help others. They planning new entertaining activity for each day. They engaged to save endangered species. The positive and negative behavioral traits are characterized through representation of characters. Negative behavioral traits are associated with sluggishness, unhealthy eating habits, inactive behavior and avoiding outdoor activity. All children's characters are accompanied with pet animals. This research study has revealed that educational children TV programs are delivering educational messages in indirect manner. Although; the presentation is colorful, imaginative and beautiful for entertainment of tiny creatures. There is a great message for parents' educationalist and researchers that Educational Children TV programs can strengthen educational and learning process, but they cannot rely completely on EDTV programs for the learning of children, Tween and teens. It can only reinforce the learning process and fulfills the gaps of learning and awareness remained due to the lack of impeccable educational institution, socio economic status and lack of education of parents.

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