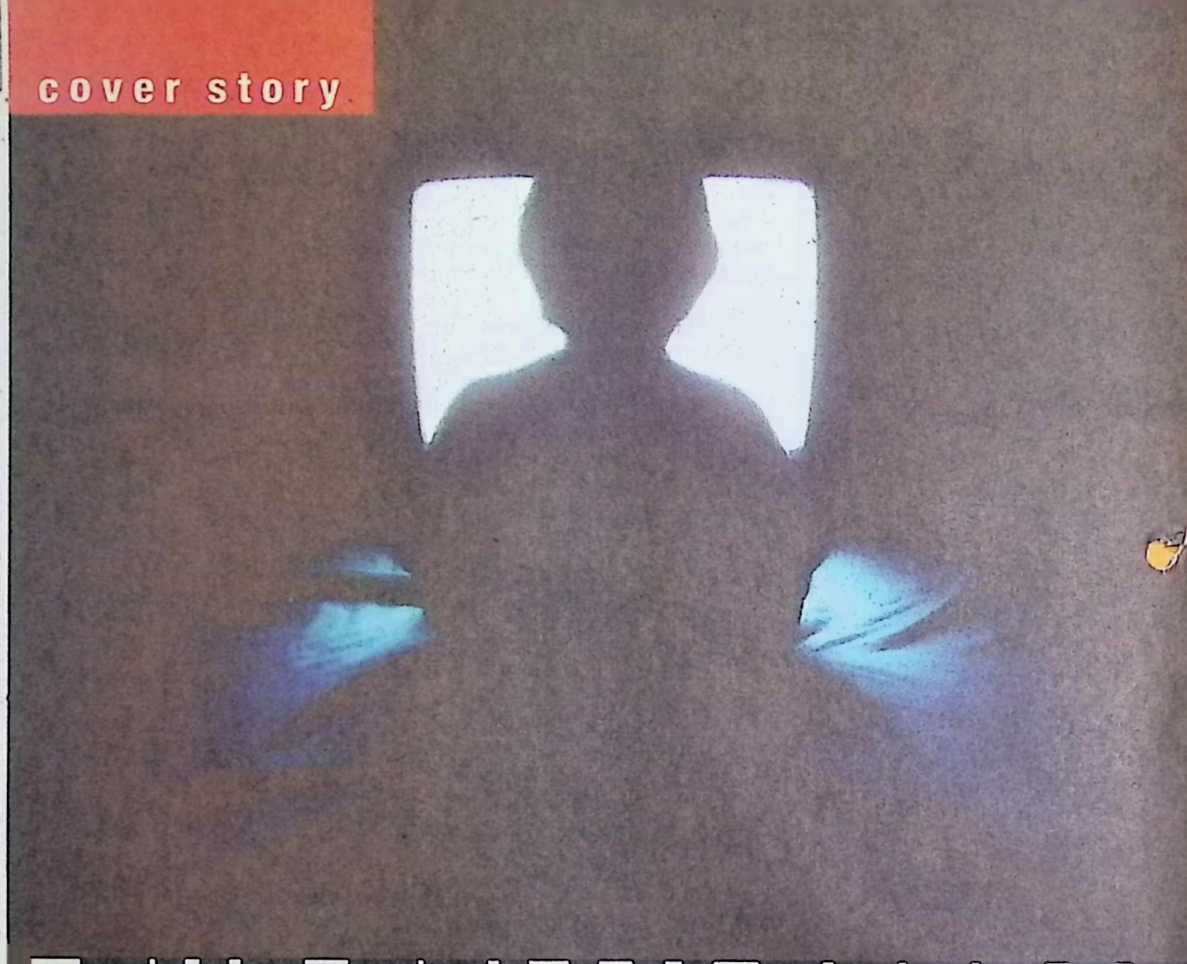


THE TELLY EFFECT

Parents often bemoan the fact that their children spend a major portion of their days in front of the idiot box. Many complain that their children are hooked on to Hindi and Bangla TV drama serials and cannot be pried away from the TV when their favourite show is being aired. Children are watching all sorts of television programmes, often without parental supervision. Parents are concerned about the effects of unsuitable TV on their impressionable kids. Is TV all that bad for children? *the Star* Magazine finds out.

UPASHANA SALAM

Shireen Akhtar has two full-time jobs. She works at a private firm from nine to five, and she has two school-going children. She isn't at home when the kids get back home from school, so she depends on a house help to keep them occupied.

Shireen, realising that her children will be restless after they get home from school, has instructed the help to turn on the TV so as to keep them busy until she returns.

She admits that her kids were introduced to the television quite early in their young lives: "I had to go back to work almost immediately after each child was born."

Even though she is not particularly happy about the quantity or quality of television programming