

# VALUES AND EMOTIONS IN CHILDREN'S AUDIOVISUAL FICTIONAL NARRATIVES

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<https://doi.org/10.3916/C47-2016-07>

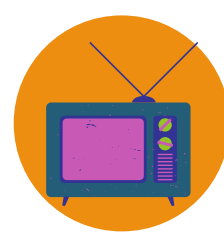
## INTRODUCTION



**Human Development**  
Cognitive, affective and socio-moral development begins to differentiate between the ages of 8 and 12.



**Teaching children**  
Cartoons as an option for learning norms and values.

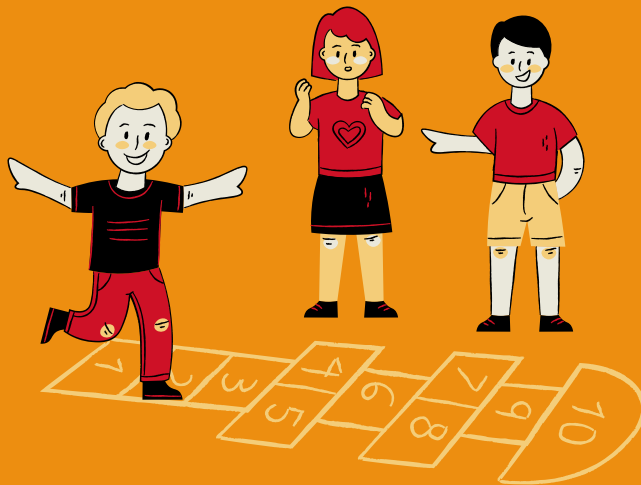


**Media Consumption**  
The content that children see, what sensations and values are transmitted to them.

## METHODOLOGY

### SAMPLE

186 children between 8 and 12 years of age participated..

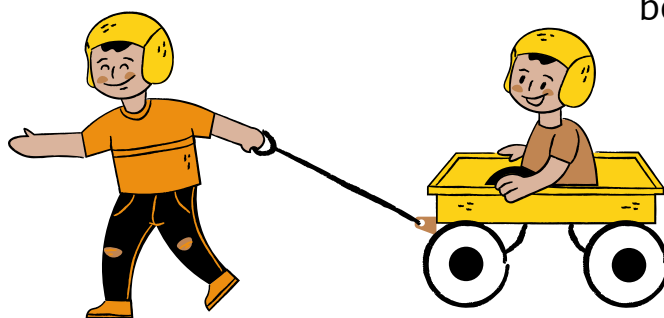


### MEASURING INSTRUMENT: OBSERVATION TEMPLATE

Sampling was done with chapters of Doraemon and Code Liokyo through observation.

## RESULTS

Television is the most used medium, followed by the computer, during the week, its increase varying on weekends.



The most important values and feelings in both series are: illusion, success and help.

## CONCLUSIONS

Television, despite the great advances in information and communication technologies, continues to be the most watched by young people. On weekends, this interaction doubles.

The content that our children see, if it awakens in them feelings and emotions that reflect them in their daily lives.

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