

أثر التلفزيون على سلوكيات وقيم الطفل

بن زروق جمال.

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(17 : (.))

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.(128 :(1993)) ”

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(438 :(1977))

(1)

(64 :(1992))

:

.(131-128 :(.))

”:

.(75 :(1965)) ”

%98

(77 :(1992))

17 (97 :(1999))
%50
%30
(20 :(2000))

.(150-119 :(1993))

. %20 %51
(cd.rom)
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. (2)

. (3)

(causal relationship)
(cause –and-effect)

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. (Berloson.b.1949 ;p192)

(4)

.(314 : (2002))

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U _____ U .

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.(131 :(.)) .

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(37 : (1987)

cognitive priming)

(5)

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(process

.(Tamborini,r,et all.1994 :p 492).

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(Long term cumulative consequence)

(causal relationship)

(cause –and-effect)

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.(65 : 2004) .)

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.(75 :(1967)

(6)

(7)

(59 : (1990))

1982

2500

(Judith lazarus.1991,p162)

900

(8) ...

14 10

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(126 : (.)

(65 : (2000))

.(53 : (1990))

.(65 : (2000))%81.61

.((1993))

153

%61.3

370

(61 : (1994)) :

%38.7

%48.6		%61.3	370	
%23				
%13.8				
%11.9				
%2.7				
%29.8		%38.7	153	
%20.1				
%18.4				
%9				
%17.5				
%7.3				
% 2.9				

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:(1983)	-
:(2002)	-
:(1985)	-
:	-3
:(1995)	-
:(1994)	-

-4

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Hiebert ;R.E ;D.F ;Bohn,T,W.1988:Mass Media An Introduction To Modern Communication.N.Y;Longman.

(incidental learning)

-5

Gerbner ,ggross,l.1976 :living with television :the violence profile .journal off communication.26 Feb. 1976.

(5-3)

-6

(8-6)

(12-8)

123

:(1998)

-7

:(1998)

:(1990)

()

-8

:(1988) -:

:(1990) -

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	:(1999)	-1
.2	:(.)	-2
	:(1993)	-3
-	:(2000)	-4
.1987	:(1987)	-5
	:(1965)	-6
	:(.)	-7
	:(1977)	-8
1	:(1992)	-9
	:(1993)	-10
2	. 8	-11
	.1967	.
.1	:(1990)	-12
	:(2004)	-13
.2004	2	.
	:(1994)	-14
	:(1990)	-15
.1993	.18	-16

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