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Abstract

The expression of Children's Programs - Views on the audience in the spoken and the visual content of television broadcasting in a Swedish context.

The research problem for this paper is based on questions regarding children's access to information channels and their possibility to influence the mediated resources targeted towards them. The child audience has little means to raise questions or influence the program agenda when it comes to the programs broadcasted with children in mind. As a result of this the programs are products of the producers' and the broadcasting company's views on what children want and what children need. In additions to this the politically grounded codes on what to broadcast for a child audience outlines what public service will mean for the child citizens. The different agents and their involvement in the production will affect the image of the child within the programs and thereby also view assumptions regarding a presumed audience.

This paper aims to discuss the views on children and childhood visible within broadcasted public service children's programs in Sweden and thereby also the notion of a presumed audience. When the targeted audience are traced within the programs, how are the children constructed when it comes to the expectations that the programs articulates regarding presumed knowledge, ability to integrate with the medium as such but also in what way the programs' way of expression is creating a sense of normality and a preferred child. The program format and the ways in which the programs are built up work together to create the spoken and aesthetic expression that brings forward the views of the audience.

This paper is based on research of the studio programs that frames the rest of the children's programs in the Swedish Public Service broadcasted program "Bolibompa". The material itself is viewable on the web and the programs have recently been sent on TV. The analysis is inspired by critical discourse analysis and focus on both lingual and visual aspects of the views on children within the programs.