A STUDY OF THE CHARACTER PORTRAYAL OF THE CHARACTERS OF

SESAME STREET AND BATIBOT: ANALYSIS OF THE

EDUCATIONAL VALUE OF THESE PROGRAMS

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

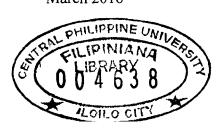Central Philippine University

Iloilo City

In Partial Fulfillment of the Requirements

In MasCom 325 (Research Paper in Mass Communication)

by

Ruvic B. Genova

March 2016

A STUDY OF THE CHARACTER PORTRAYAL OF THE CHARACTERS OF SESAME STREET AND BATIBOT: ANALYSIS OF THE EDUCATIONAL VALUE OF THESE PROGRAMS

by

Ruvic Genova

ABSTRACT

This study aimed to conduct an analysis on the main characters of Sesame Street and Batibot in terms of character portrayal and different approaches of the two ETV programs. Content analysis has been used in conducting this study. Content analysis is a formal system for doing something we all do informally rather frequently draw conclusions from observation of content. The researcher determined the main characters of Sesame Street and Batibot ETV programs by watching the first three episodes from both programs and analyzing them in terms of their (1) character portrayal and (2) educational value.

The study confirms that according to a soon-to-be published meta-analysis conducted by researchers at UW–Madison, watching Educational Programs like Sesame Street has a positive effect on children's learning and is an enduring example of a scalable and effective early childhood educational intervention. The attitude of the characters of Educational shows imparts a great impact on the children's learning. Educational programs also gives importance to the educational value of their shows to give a positive impact to the viewer's especially to the young ones.