

The Quality Study of Children and Teens TV Program in Taiwan--A International Production Perspective(Prix Jeunesse)

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The importance of Children and Teens cannot be over-emphasized. Research has focused on the relation between media content and the young viewer for over 40 years. In this study, we will introduce one of the best children and teens program exhibition around the world, which is Prix Jeunesse, and bring their famous workshop here in Taiwan. By adopting this event, we will have the following 3 research result to be conducted. First is the target audience(children and teens)'s viewing behavior and their responses after viewing the award show. Second is teachers and parents' attitude and comment towards these program. Third and the most important is, taking local TV programs' producer to view and discuss these awarded content and TV production's future. This study combine three characteristics which is program exchange, professional training and viewers study. And we will propose this research outcome to the future application of domestic children and teens program development here in Taiwan.