This thesis presents an investigation of Swedish public service TV for children. The relationship between children and television is not straightforward, as TV is put forward in the general debate as constituting both risks and benefits for children. In a society where such opposing discourses on children and TV coexist, television programming is also produced and broadcast for a child audience. The study therefore investigates how notions of children as a TV audience are negotiated in broadcasting policy and foremost in a large sample of TV programmes for children from 1980, 1992 and 2007. In this way, the present study of public service TV for children points to and questions ideas about what it means to be a child in a mediated society.

Åsa Pettersson is a researcher at the Department of Thematic Studies – Child Studies, Linköping University, Sweden. This is her doctoral thesis.
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