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## THE ROLE OF MEDIA IN FAMILY UPBRINGING

### Abstract

*The modern media have changed the modern-day world in many aspects. It can be said that our world has become a lot smaller than it used to be and that communication has become faster than ever before. Traditional social connections and values are disappearing as much as family values, which have been honoured for centuries. Parents' role is not the same as it was before and there is an increasing number of parents who encounter ever-growing obstacles, which are caused by the activities of the media and the modern lifestyle. Parenting styles often operate in two extremes—one is overly controlling and the other is overly coddling. The ideal style of upbringing — the democratic-authoritative style — is hard to achieve. It is therefore necessary to help parents to curtail the negative influences caused by the media, whereby the inclusion of teachers and pedagogues is vital. Finally, the goal of this paper is to explain the importance of introducing media education for children and their parents.*

**Keywords:** *family upbringing, media, media pedagogy, media's upbringing and education*