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Many parents are cautious in what media they select to show to their young children.

But why is that? It is the presumption by many adults that I have heard that the television shows watched by children at a young age can affect them later in their lives and impact their development. It's why age ratings exist for all types of content, including the MPAA for films and ESRB ratings for video games. For this specific analysis, the objective is to demonstrate the connection between children's shows and their accents/language choice. In addition, also to examine how these shows can actually be vessels for aiding children in their vocabulary and grammar, as well as determining how much time consuming television is healthy and whether certain shows are more favorable for language acquisition and linguistic education.

The first question is do shows like "Peppa Pig" affect children's accents and language choice; and the answer to that is yes according to a Charles Sturt University study conducted by Dr Sarah Verdon. In 2021, a social media phenomenon occurred when parents in the United States were posting videos of their children speaking in British accents because of the popular animated show "Peppa Pig." Before some of the observations from the study are explained, context of this time period is important in understanding the beginnings of this phenomenon. During this time, many Americans were still in lockdown or just coming out of it, meaning millions of children were in their household for a long period of time. This meant screen consumption also for many

families, and “Peppa Pig” is one of the more popular children’s shows in the world. According to Verdon, the Tiktoks of parents highlighting their children speaking in British accents after watching “Peppa Pig” is a “‘lockdown effect’ upon children’s communication” (Verdon, 2021). She notes that it is not just the consumption of the show that is causing the mimicking, but how they watch it because of streaming, meaning that episodes can be watched easily on after another without interacting much with the outside world. This can explain the short-term speech development effects when the children take the British accents of the characters of the show and translate them into real-life with their parents. So while the study doesn’t seem to necessarily credit the show “Peppa Pig” itself for having abnormal traits that cause subsequent abnormal speech habits in young children, it seems that the repetitive, quick nature of watching the episodes is impacting the linguistic development of the viewers.

So if shows like “Peppa Pig” are impacting accent development and terminology that young children use around their parents, then can this phenomenon have negative impacts long-term on them? According to Verdon, “the long-term impact of lockdowns and screen time upon early childhood development more broadly will certainly be an important area for future research (Vernon, 2021).” This means that while specific impacts due to the coronavirus pandemic might be inconclusive, we can still look at past general data about the effects that general viewing of children’s shows can have on impressionable minds. A research paper from the American Behavioral Scientist journal determined that 60% of children who experienced language delay in the study were watching television alone (ABS, 2008), indicating the kids being present with adults speaking and interacting with them might help preserve normal language development

instead of watching without anyone else stimulating them. The study also emphasized that language development prioritizes early interactions with their parents or guardians and then evolves when conversation abilities increase (ABS, 2005). These revelations can be connected to binge-watching children's shows during the coronavirus pandemic lockdowns, when children are more likely to be in the house unsupervised and having more screen time.

So if language development is impacted at least short-term due to observations and studies conducted for the "Peppa Pig " pandemic phenomenon and there are some development risks for too much time spent watching television, then which shows are most suitable for language acquisition and education if that is to be sought out? An *Acta Paediatrica* journal article determined that certain children's shows were deemed more educational for linguistic learning and retention. For example, shows like *Arthur* and *Clifford the Big Red Dog* were analyzed in the study for having "strong narratives", alongside being "visually appealing, and containing opportunities to hear vocabulary words and their definitions (Linebarger,Walker,2005)." By contrast, shows like *Teletubbies* were deemed less productive for language learning due to more emphasis on multiple visuals and compounding music and loose narratives resulting in a less stimulating educational environment for parents looking to show their children television that helps with language (Linebarger,Walker,2005). It seems that if children's shows are broken down thematically and structurally it can be determined whether certain shows emphasize more organizational efforts to bring a cohesive story to children, therefore empowering them with more enhanced vocabulary and conversational skills. So it seems that while the results of "Peppa Pig" being viewed for long periods of time by

many children during the pandemic affected mainly accents due to the British nature of the show, it seems that this phenomenon can be extended into children can be more educationally influenced by entertainment instead of being solely affected by vocal inflections.

The above analysis seems to confirm that there are risks for children binge-watching television, even content recognized by most as harmless like “Peppa Pig.” But there also seems to be evidence suggesting that certain shows might be favorable towards children's language acquisition goals and conversational skills if these viewing experiences are to be shared with parents and caregivers for extended mental stimulation. Overall, it is to be encouraged that these guardians find suitable shows for their kin to enjoy and to strengthen such linguistic skills in the household.

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