

Impact of Television Cartoons on Children

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ABSTRACT

Television has a great influence on children from a very early age itself and it will affect children's cognitive and social development. The role that Cartoons plays in socializing children is very great. Television Cartoons (Cartoon Network, Pogo, Sonic, Discovery Kids, Nickelodeon, Games Active, Disney Channel, Marvel HQ, Hungama, Disney Junior, Nick Jr.) on Children viewing has a great impact on various aspects of child's entire life. Aim: The present study aimed to know positive and negative effects of cartoon on children. Methodology: A survey based descriptive research design was used to main aim of study. Location: This study was conducted at area of Srikakulam in Andhra Pradesh. Sample size: For these study 100 children in the age group of 5-10 years was selected. Result: This study revealed that children are highly influenced by the cartoons like positive and negative effects of cartoons on their children. The positive influence of cartoons on children to develop visual, auditory, logic and reasoning skills and also accruing different languages and thinking creatively. This study said the effects of television cartoons viewing on a child's eating habits, effects physical & mental health disorders, no physical activities, and decreased interest in study and school performance. And also, significant changes were observed in a child over weight, and sleep pattern was disturbed in children. Children were affected by several medical problems also.

Key words: Television Cartoon Channels, Cartoon Programs, Children, Cognitive Skills and Socialization.

INTRODUCTION

Cartoons play a vital role in every individual's childhood, as they seem to consume a significant amount of Television cartoons in their daily routine. The term Cartoon was derived from the French word 'Carton' describing strong heavy paper. Cartoon was first used in Print media for series of illustrations in the year 1843. Cartoons are also used for Political illustrations and they are called as Political cartoons. Cartoon in simple terms means drawings and the person who draw cartoons are called as Cartoonist. Cartoon Network, Disney XD, Nickelodeon, Fox Kids are some of the Television channels, which are started during the time of 1980 to 1990. Initially animated series are started for kids and they started making cartoons for adults like 'South Park' resulting in many mature story lines. Many kid's television channels were introduced with Tamil audio feeds. Channels like Cartoon Network was stated in the year 1995 was the First Channel with Tamil audio feed and after that many Television Channels like Pogo, Hungama, Nichelodeon, Disney XD was started. These Channels broadcasted many kids' animated cartoon series like Tom and Jerry Tale, Ben 10, Roll No 21, Sonic, Doraemon, Chota Bheem, Ninja Hattori, Shinchon and many. Among all these currently Doraemon, Chota Bheem and Ninja Hoattori attracts the children more. These cartoons have more action scenes, which may influence the children. There are communicational researches, which had proved that the violent content in the cartoon had influence on the children's behavior and action. As cartoons are made for Children the violent content in the cartoons were not considered as ill, they can be seen as funny until the child does not try to imitate them.

However, cartoons can have both positive and negative effects on the cognitive development and behavior of a child. This article tells you all about the effects of cartoons on children and gives you tips on how to deal with its negative effects.

Some Cartoon channels with programs there are Cartoon Network (Roll No 21, Tom and Jerry, Uncle Grandpa, Dexter's Laboratory, Lamput, we Bare Bears & Courage the Cowardly pog), Nickelodeon (Motu Patlu, Rudra, Shiva, Oggy and The Cockroaches), Pogo (Chota Bheem, Mr. Bean, Mighty Raju, M.A. D),

Disney Channel (Mickey Mouse, Oye Golu, Doraemon, Simple Samosa, Mira, Royal Detective), Hungama TV (Perman, Hagemaru, Shin Chan, Pokemon, Vir the Robot Boy), Discovery Kids (Little Krishna, Little Singham, Monster Kid, Bandbudh Aur Budbak), Sony Yay Channel (Paap-O-Meter, Sab Jholmaal Hai, Kicko & Super Speedo, Guru Aur Bhole).

REVIEW OF LITERATURE

According to Hossler (1970: 78) for years children have become really interested in cartoons and cartoons have become a primary action for some lives. Children usually start watching cartoons on television at a tender age of six months and when they turn two or three, they become enthusiastic viewers. Such trend has become a challenge as too many children are watching too much television and the programmes (even if they are cartoons) have become not only violent but also addictive. In the United States, marketing of cartoons has become overpowering and as such has the subliminal messaging. Children are the targets of the marketing and it aims at making them watched cartoons on a regular basis. However, the subliminal messaging is aimed at adults to make them enjoy the cartoons. This is unfortunate in that when children watch the cartoons, they see things that are not appropriate for their age. Mental and Psychological Effects of Cartoons on Children Troppe (1984) postulated that from the time children start school to when they graduate, they are averaged to have spent about 15,000 hours in school. Unless compared to the hours a child watches television, which is nearly 20, 000 hours, this may appear like very unpleasant lots of hours to attend school. The comparison is outrageous in that the amount of television that children watch will have effects on their brains, emotions as well as their sense to feel pain. The United States Surgeon General, David Satcher, in a 2000 report on adolescents' violence said more aggressive behaviour in a young child's life is caused by regularly watched entertainment that have violent content. Consequently, according to Hossler (2004), the American Psychological Association (APA) issued a resolution in February 1985 keeping broadcasters and the public informed about the dangers of violence on television on children. Hossler (2004) claimed that psychological studies have found three major effects of violence on children. First, children who are exposed to violence may become less sensitive to pain and sufferings of other people. Secondly, children who watch violent cartoons are not afraid of violence or bothered by violence as a whole, and they are more likely to become aggressive or inflict harm on others. When born, we have the capacity for motivation, experience and training; consequently, our minds are very impressionable. As a result, our brains' development is a dynamic blend of nature and nurture, and so it is essential to choose a healthy environment for all children. Consequently, cartoons with violent content will not be healthy for a child because generally, being interactive with any environment enhances the development of a successful brain. Therefore, a huge amount of childhood involvement with electronic media can limit social interaction and may disturb the development of a brain's social systems.

Children have become very much interested in cartoons over many years and it has become the root cause to some lives. This has become a major threat because children watch a lot of cartoon programmes and seeing that they have become addictive and violent in nature. According to the environment in which kids are brought up, they get moulded accordingly. The TV programmes initially becomes a part of this environment that in turn adversely affect the growth and development of a child. Hence, it is mandatory for all the parents to understand how TV programmes effect and influence the child (Shailesh Rai, 2016). In the late 1800s Cartoon have been a part of history from the time of first motion picture were discovered. A cartoon is basically a portrayal of movie made by animation instead of live actors, especially a funny or humorous film intended for children. It can also be represented as the movie making by shooting a sequence of slightly several of drawings or models so that they appear to move and change when the sequence is shown. These are the prime elements that keep viewers especially children glued to their seats. Cartoons at first were so short because people used to watch this short before their feature films in movie theatre. When cartoonists started putting up their shows on TV, they began to extent longer, creating half an hour block shows that are on cartoon network, nickelodeon, and the Disney channel today. Moreover, the cartoon shows were supposed to become more family friendly so that ample of people would watch their shows (Kapelian, 2009). Various production houses like The Walt Disney productions and a few other prominent cartoons shows like Tom & Jerry, Popeye, Bugs Bunny, etc. in the eighties and the nineties clearly had a magnificent clout when it came to children's entertainment market. The overpowering existence of Japanese cartoons in the market cannot be ignored, and this happened due to the invention of satellite TV. In today's world there is no denial of the fact that these Japanese cartoons are placed the highest position in our children's favourite list (Shailesh Rai, 2016). Few popular examples are Sinchan, Ninja Hattori, Doraemon,

Winx Club and so on. Without children's playgrounds and streets look empty and deserted, and one of the major causes that children are affected by cartoons and they are totally engrossed in them. Children gets deviated very easily and especially when it comes to cartoons with funny animated characters. A cartoon is a sort of movie that is made by using all sort of animation instead of live actors, especially a funny and a humorous film especially intended for kids (Thomson, 2015). Television is what attracts the children mostly and shapes their behaviour. The personality and behaviour of a child can be detected very easily as they are like blank paper. Any outer influence and information that are negative might affect their character as because they are accepting whatever comes to their way. So, any action or behaviour the child comes across may affect his personality trait. To avoid these parents and other grownups must be very careful with what the children watch especially on television. Children's behaviour is mostly shaped by the television because they are in front of it almost all the time. Children usually from the age of 6th month till 3 years watch are cartoon and that is the sole reason why parents should be totally aware of all types of cartoons their children are watching and spending most of their time on (Priyambada Tripathi, 2016). Children watching cartoons on television at early age of six months and by the age of two or three they become much more enthusiastic viewers, and the cartoons ought to become more of family friendly so that maximum number of people would watch their show (Kapelian, 2009). This has become a serious 436 | Page problem as because too many children around the world are becoming addictive to television shows that are being shown and at the same time, they are engrossing themselves being violent and aggressive in nature. In today's world it is very difficult to find a television channel dedicated purely to children and are children friendly. Most of the channels have children's programmes that are mixed with commercials or movie previews that are completely inappropriate for children to view those things (Priyambada Tripathi, 2016). Cartoon shows could be very much harmful for the children as because the content driven there would confuse as well as manipulate the child as to what he experiences in real life. In modern lifestyle where the parents are busy and held up with their work, so they can devote very minimal time proportion to their kids from their daily routine work. Due to this mostly kids spent time in front of a cartoon (Khaled Habib, 2015). (Ali Hassan, Muhammad Daniyal, 2013) studied after watching cartoon it was examined that the effects on children's behaviour was totally different as to how they behaved before watching those shows. One of the most favourite cartoon channels for children is Cartoon Network and it is watched by humongous kids all around the world. As per the content with just having children but also give them some positive and negative habits. One of the most important factors affecting children in watching cartoons is aggression and violence. Anything that is negative in content might lead the child to doubt the skills, his lifestyle, his raising skills according to his religion (Anton-Aluja Fabregat, Rafael-Torrubia Beltri, 1997). It's not those cartoons have only negative impacts on children but they are the prime focus of many children's lives that parents use manipulatively in helping them to keep the children occupied while they are busy with their office or household work or schedules. Many parents also express their satisfaction with the educational benefits of television and can touch positive attitudes and behaviours (Priyambada Tripathi, 2016). A positive cartoon should be used to teach a child how to obey his parents, control his temper, speak in a polite way, help the poor, aid the old, lend hand to the young and to work in group without feeling jealous from his colleagues. Concerning life experience a well-built cartoonish scenario could teach a toddler how to be a leader, how to analyse problems in a scientific manner (Priyambada Tripathi, 2016). There is a form of learning process that goes on while children are watching cartoons.

METHODOLOGY

Objectives:

1. To study the positive effects of cartoon on children.
2. To study the negative effects of cartoons on children.

RESEARCH METHODS

Study design: The present study was a survey based descriptive study carried out among the children in the age group of 5-10 years.

Sample size: For this study 100 parents were randomly selected from the area of Srikakulam city of Srikakulam district in Andhra Pradesh.

Tool and technique: The study tool was pre-designed and pre-tested questionnaire in English. Questionnaire include questions regarding the thought of parents about positive and negative effects of cartoons on children.

DATA ANALYSIS

Table: 1

Gender

1	Gender	Respondent
a	Girls	43
b	Boys	57
Total		100

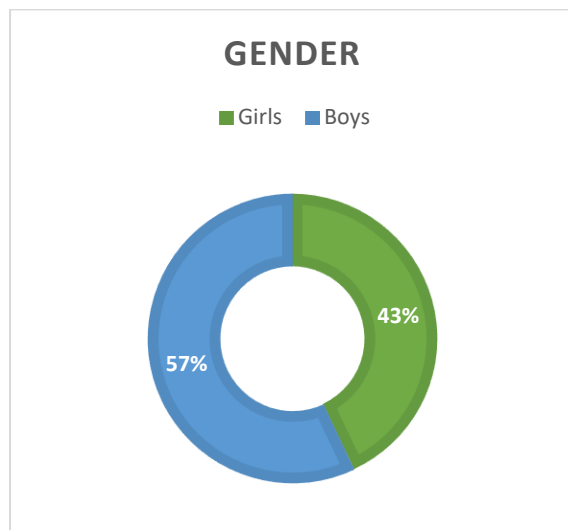
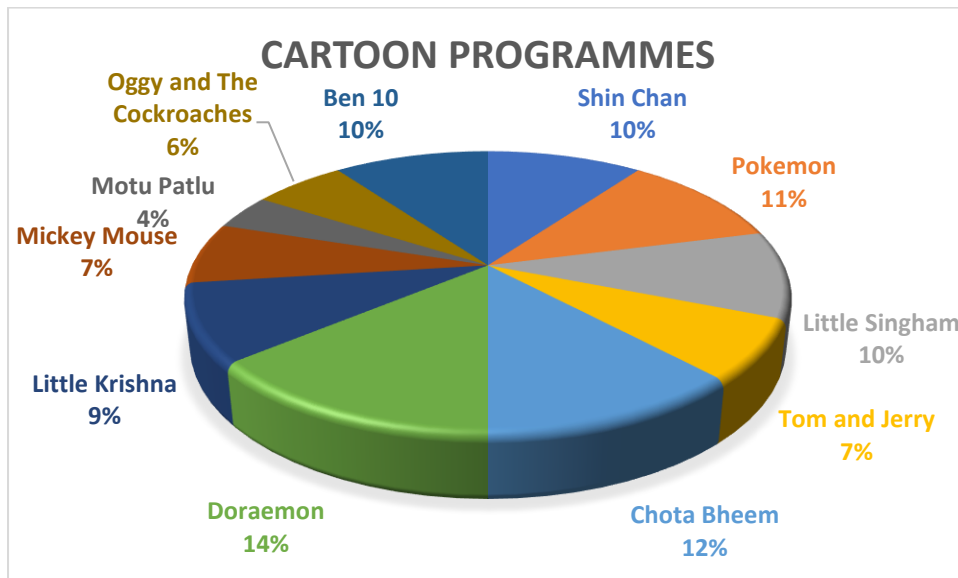


Table: 2

Which Cartoon program do you like?

2	Cartoon program	Respondents
a	Shin Chan	10
b	Pokemon	11
c	Little Singham	10
d	Tom and Jerry	07
e	Chota Bheem	12
f	Doraemon	14
g	Little Krishna	09
h	Mickey Mouse	07

i	Motu Patlu	04
j	Oggy and The Cockroaches	06
k	Ben 10	10
Total		100



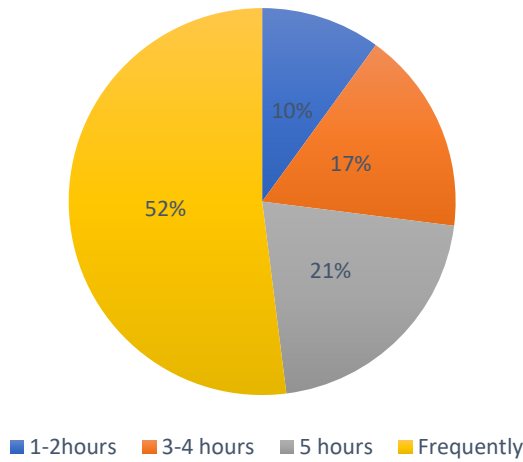
It was also observed that 16 percent of the respondents mentioned Doremon as their favourite cartoon, 11 percent of them selected Pokemon, 12 percent Chota beem as their favourite cartoon while 11 percent of them opted for Ben 10, Little singham and Shinchan, 9% of respondents said Little Krishna, only 7 percent of respondents watching Tom & Mickey mouse as their favourite cartoons and 6 percent of the respondents said Oggy and the cockroches the respondents gave least priority i.e., the Motupatlu .

Table:3

How much time do you spends watching cartoons for a day?

3	Watching cartoons for a day?	Respondents
a	1-2hours	10
b	3-4 hours	17
c	5 hours	21
d	Frequently	52
Total		100

Respondents of watching Cartoons for a day



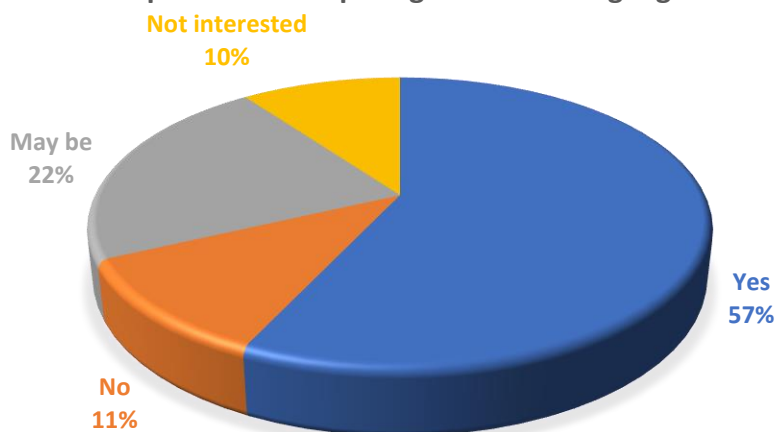
The figure revealed that 52 percent of the respondents said that they spend frequently watching cartoons for a day. It also came to the fore that 21 percent of the respondents said they spend 5 hours watching cartoons. 17 percent of them that they spend 3-4 hours to watch cartoons and 10 percent of them indicated that they spend 1-2 hours watching cartoons.

Table:4

Do you observe cartoons play in different languages so you acquired any other languages?

4	Acquired any other languages	Respondents
A	Yes	57
B	No	11
C	May be	22
D	Not interested	10
Total		100

Respondent of acquiring different Languages

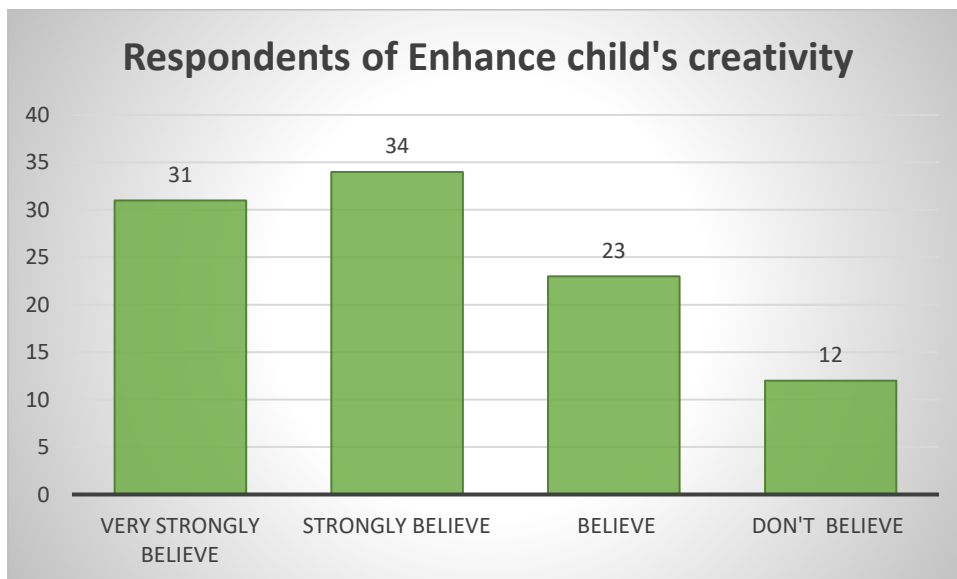


The figure shows that 57 percent of the respondents said that they acquiring different languages. It also came to the fore that 25 percent of the respondents said they maybe acquiring different languages. 11 percent of them that they said no and 10 percent of them indicated that they not interested acquiring different languages.

Table: 5

Do you believe cartoons enhance your creativity?

5	Enhance child's creativity	Respondents
a	Very Strongly believe	31
b	Strongly believe	34
c	Believe	23
d	Don't believe	12
Total		100

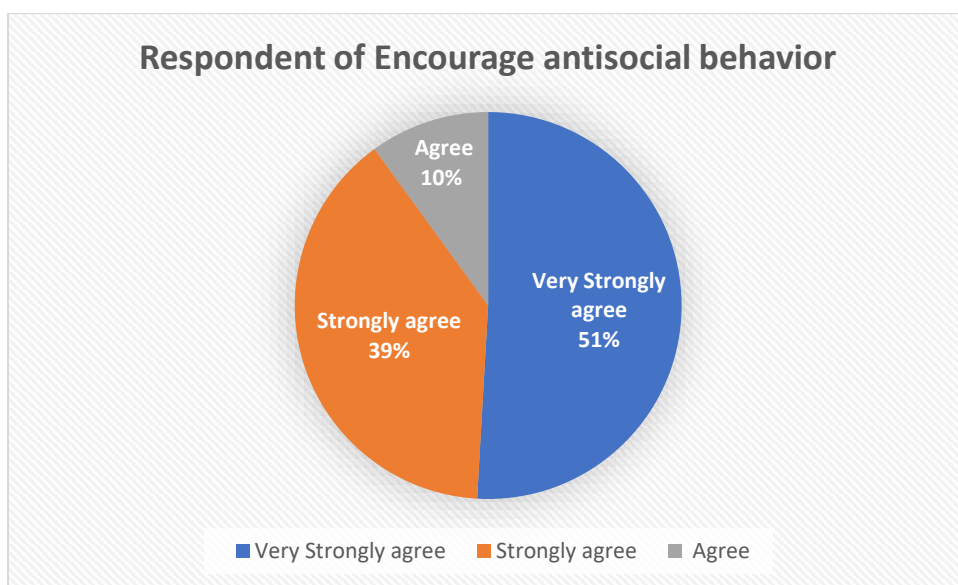


The figure indicates that 34 percent of the respondents said that strongly believe enhance child's creativity. It also came to the fore that 31 percent of the respondents said they may be acquiring different languages. 11 percent of them that they said no and 10 percent of them indicated that they not interested acquiring different languages.

Table:6

Do you agree cartoons encourages antisocial behavior?

6	Encourage antisocial behavior	Respondents
a	Very Strongly agree	56
b	Strongly agree	43
c	Agree	11
d	Don't agree	-
Total		100

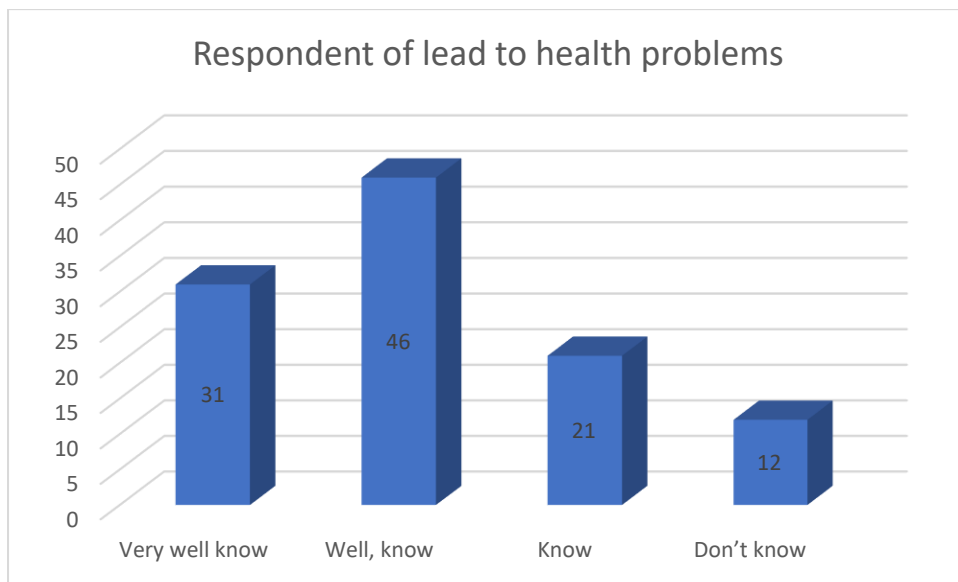


The figure reveals that 51 percent of the respondents said that very strongly agree encourage antisocial behavior. It also came to the fore that 39 percent of the respondents said strongly agree encourage antisocial behavior. 10 percent of them that they said agree encourage antisocial behavior.

Table:7

Do you know the continuously watching cartoons it's may lead to health problems?

7	Lead to health problems	Respondent
a	Very well know	31
b	Well, know	46
c	Know	21
d	Don't know	12
Total		100

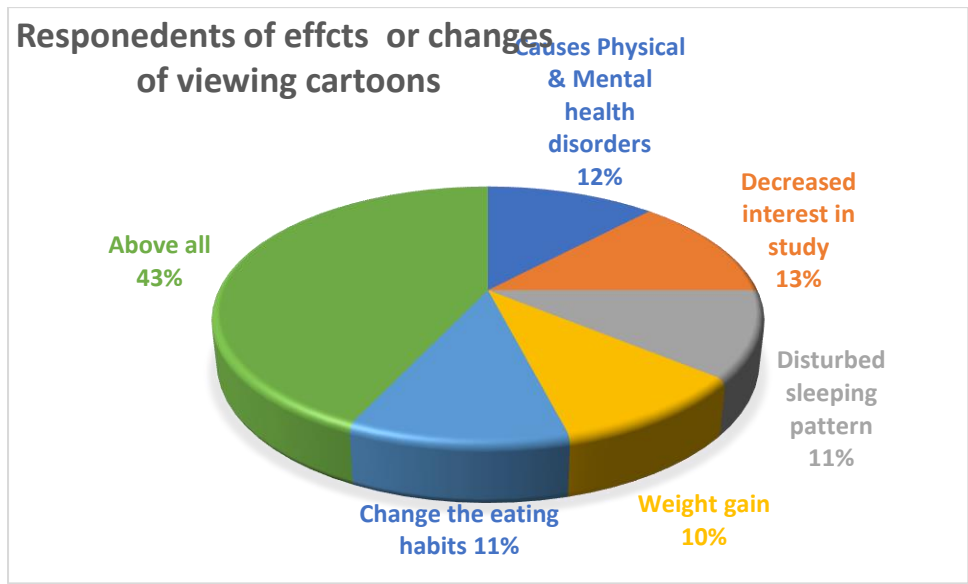


The figure demonstrate that 46 percent of the respondents said Well know about cartoons leads to health problems. 31 percent of the respondents said they very well know about cartoons leads to health problems. 21 percent of them that they said know the health problems. And 12 percent of the respondents don't know the cartoon leads to the health problems.

Table:8

Do you observed which types of the effects or changes are viewing of cartoons?

8	The effects or changes are viewing of cartoons	Respondent
a	Causes Physical & Mental health	12
b	Decreased interest in study	13
c	Disturbed sleeping pattern	11
d	Weight gain and Obesity	10
e	Change the eating habits	11
f	Above all	43
Total		100

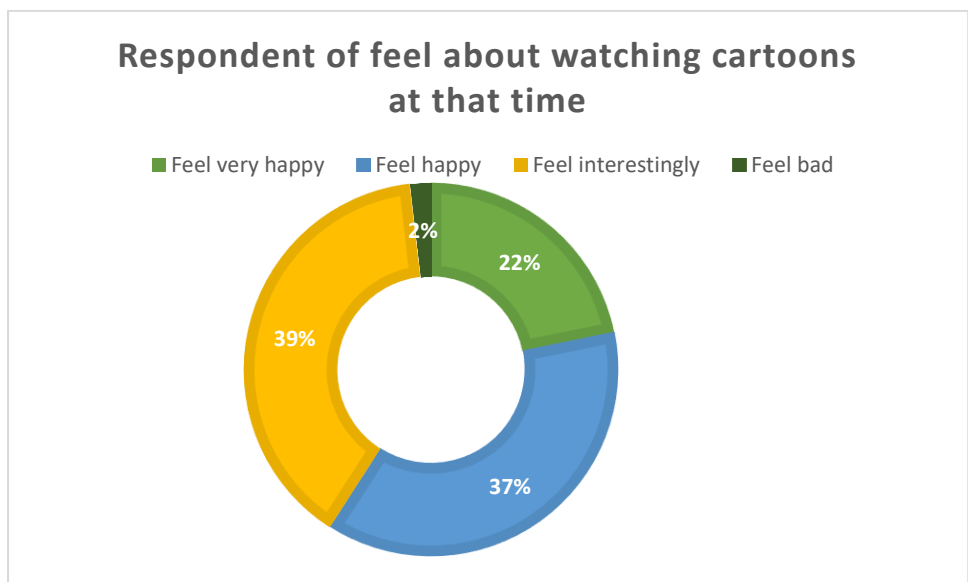


The figure shows that 43 percent of the respondents said above all. 13 percent of the respondents said decrease interest in study. 12 percent of them that they said causes physical and mental health disorders. 11 percent of the respondents gave change the eating habits and disturb sleeping pattern and 10 percent of the respondents said viewing of cartoons effects the weight gain.

Table:9

How do you feel about watching cartoons at that time?

9	Feel about watching cartoons at that time	Respondent
a	Feel very happy	24
b	Feel happy	41
c	Feel interestingly	43
d	Feel bad	02
Total		100



The figure indicates that 39 percent of the respondents said feel about watching cartoon is feeling interestingly. 37 percent of the respondents said watching cartoon at that time feel happy. 22 percent of them that they said feel very happy watching cartoon. and only 2 percent of the respondents said watching cartoon at that time they feel bad.

Table: 10

After watching Cartoons, what's you have learned or observed or opined?

10	learned or observed or opined	Respondent
a	Enjoy the comedy scenes	13
b	Attract adventures	12
c	Try to Imitate	13
d	Develop languages skills	12
e	Start thinking Creatively	11
f	Creates innovative thoughts	10
g	Learn mythology	6
i	How to solve the problems	8
j	All the above	15
Total		100



This figure shows that 15 percent of respondents learned all the skills. 13 percent of respondents said that try to imitate and enjoying the comedy scenes. 12 percent of respondents develop language skills while 11 percent of respondents start thinking creatively and 10 percent respondents said creatives innovative thoughts, 8 percent of respondents know the how to solve the problems and gave the least priority to learn mythology.

FINDINGS

- 52 percent of the respondents said that they spend frequently watching cartoons for a day
- 57 percent of the respondents said that they acquiring different languages.
- 34 percent of the respondents strongly believe enhance child's creativity and 31 percent of the respondents said they may be acquiring different languages.
- 51 percent of the respondents very strongly agree encourage antisocial behavior and 39 percent of the respondents said strongly agree encourage antisocial behavior.
- 46 percent of the respondents said Well know about cartoons leads to health problems and 31 percent of the respondents said they very well know about cartoons leads to health problems.
- 43 percent of the respondents said effected and causes all side effects.
- 39 percent of the respondents said watching cartoon is feeling interestingly.
- 15 percent of respondents learned all the skills but only 6 percent of respondents learn mythology.

SUGGESTIONS

- Set the time limit for watching Cartoons
- Explain to the children Cartoons are different from reality
- Select the educational Cartoons
- when they are watching cartoons in front of a screen at that time avoid eating anything.
- Explore informative channels

CONCLUSION

Depending on the type of cartoon they are watching, cartoons can have a beneficial or bad impact on youngsters. Cartoons primarily play a significant part in children's language, creativity, and imaginative development. In addition to teaching children about family relationships, regional customs, culture, traditions, history, and mythology, it can aid in the development of their logic and reasoning skills, visual and auditory processing, pronunciation, and talking style. Children who watch too many cartoons are more likely to experience mental and emotional issues, as well as brain and eye injuries, and unpredictably the probability of a physical problem increases, such as encourages violence, promotes antisocial behavior and lack of empathy, encouraging the exposure to foul language, encourages unsocial behavior, may lead to physical and mental health problems Due to sedentary lifestyle & promotes bad role models.

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