

A STUDY ON THE EFFECT OF TELEVISION CARTOONS ON CHILDREN

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ABSTRACT:

Now a days cartoon has become the most important entertainment for children. 80% of populations say that children's enjoy watching cartoon every day. Thus, it is more important to analyze the content that is been provided in the cartoon. Children's tries to imitate their favorite cartoon character by performing the stunts, which the character performs, by using the character's language and so on. 57% of children most often try to imitate their favorite cartoon. Cartoons also serve as an information tool at some cases. Moreover, they tend to provoke violence among the children. About 43% of children are provoked by the violent content provided in the cartoons.

Index terms - Entertainment, Imitate, Provoked.

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 was 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 kid's 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 are not considered as ill, they can be seen as funny until the child does not tries to imitate them.

RESEARCH OBJECTIVES:

- To study the effect of violent contents in Tamil cartoon on children.
- To analyses, the violent contents in current popular kid's Tamil cartoon Chota Bheem, Tom & Jerry and Doraemon.

AIM OF THE RESEARCH:

To research aim is to analyze the effect, which the violent contents in cartoons have on children. To analyze the content in cartoons to have a clear understanding about the contents that are consumed by children.

RESEARCH DESIGN

RESEARCH METHODOLOGY: SURVEY AND CONTENT ANALYSIS

To analyze the content of one episode from Tom and Jerry, Doraemon and Chotta Bheem. And to conduct a survey using questionnaire to parents to understand the influence of cartoon on their children. The survey is conducted to the parents whose children are from a private school and government schools in perambur.

DATA COLLECTION TOOL: QUESTIONNAIRE

SAMPLING TECHNIQUE: PURPOSIVE SAMPLING

SAMPLE SIZE: 50

ANALYSIS AND INTERPRETATION

SURVEY - QUESTIONNAIRE

1. To which age group your child belongs.

Interpretation:

37% of children belong to age group 4 to 6. 27% are of age group 13 to 15. 20% are children's of age group 10 to 12. The remaining 16% are of age group 7 to 9. According to this, the 37% of parents who answered the questionnaire have child at the age group of 4 to 6.

2. Gender of your child

Interpretation:

The 68% of parents who answered this questionnaire are the parents with boy children. The remaining 32% are parents of girl child. This helps us to understand that the data collected are more about the boy child when compared to the girl child.

3. Children's enjoy watching cartoons daily.

Interpretation:

48% agreed that children enjoys watching cartoon daily and 32% strongly agrees that children's enjoy cartoon and the remaining 15% says neutral and 5% strongly disagrees and say that children's don't watch cartoons every day. This helps us to understand the about 80% of children's enjoys watching cartoon daily and they are not bored if it.

4. Children spend more time on watching cartoons.

Interpretation:

37% of children's send more time in watching cartoons. 28% children's are neutral in watching cartoon. It helps us to understand that they spend equal time in watching cartoons and doing other activities. 15% strongly agrees that children spend more time on cartoons rather than doing other activities. And the remaining 15% disagrees and 5% strongly disagrees and they Says that children do not spend more time in watching cartoons. However, according to the overall calculation more that 50% of children spends more time in watching cartoons.

5. How much hours does your children spend on watching cartoon?

Interpretation:

40% of children spend 1 to 2 hours in watching cartoons. 27% spends above 3 hours in watching cartoon and about 25% of children spend about 2 to 3 hours in watching cartoons. It helps us to understand that about 52% of children spend approximately about 3 hours in watching cartoons.

6. Children are influenced by the violent contents in the cartoon.

Interpretation:

30% agrees that children get influenced by the violent contents in cartoon and 25% strongly disagrees that children are not influenced by the violent content in the cartoon. 20% says the children's are partially influenced by cartoon. And 17% disagrees and 8% strongly agrees the children's are influenced by the violent content in cartoon. According to this data 38% of children are influenced by violent content in cartoon and 42% children are not influenced. And 20% of children's remains neutral. They are partially influenced. This shows that the children who are influenced and not influenced by violent content in cartoons are more or less equal.

7. Children behave aggressive because of cartoon.

Interpretation:

25% disagrees that children behave aggressive because of cartoon. 23% of population strongly disagrees and 23% of population agrees that children's behave aggressively because of cartoon. The remaining 23% stays neutral and 6% of population strongly agrees that children's behave aggressive because of cartoon. As a result, it is shown that about 48% of children's are not provoked by the aggression that is shown in cartoons.

8. Cartoon affects your child's school academics.

Interpretation:

27% of population says that child's school academics are not affected by watching cartoon. 25% strongly disagrees and 23% agrees that child's academics are affected due to cartoons. 20% are neutral. Rest 5% strongly agrees that cartoon's affect the school academics of children. As a result, 52% of the population that is more than half of the population says that a cartoon does not affect the school academics of children.

9. Cartoons are the most popular entertainment for children?

Interpretation:

40% of population agrees that cartoon is the most popular entertainment for children and 33% of population strongly agrees the fact that cartoon is seen as the popular entertainment for children. 12% remains neutral, which says cartoon may or may not be the only popular entertainment for children. Remaining 15% of population disagrees that cartoon is not the only popular entertainment for children. As a result, 73% of population agrees that cartoon stays as the popular entertainment for children of any age group.

10. Do your children try any of the stunts performed by their favorite cartoon character?

Interpretation:

47% of population agrees that children's try to perform stunts performed by their favorite character. 35% of population disagrees to the fact that children's try to perform stunts performed by their favorite character. 18% of population stays neutral. As a result, about half a percent of the population agrees that children's try to perform stunts due to cartoons.

11. Children imitate cartoon character.

Interpretation:

40% of the population agrees, and 17% strongly agrees that children imitate cartoon. 20% says children's imitating cartoon is neutral. The rest 23% disagree that children imitate cartoon character. As a result, it is found that about 57% of the children try to imitate the cartoon character.

12. Children waste too much time watching cartoon rather that doing outdoor activities?

Interpretation:

50% of the population agrees that children waste too much time watching cartoons rather than doing outdoor activities. 17% of the population is neutral. The remaining 43% disagrees to the fact that, children waste too much time watching cartoons rather than doing outdoor activities. Thus, as a result more than half of the population agrees that children's outdoor activities are affected due to spending more time on watching cartoons.

13. Cartoons are informative for Children.

Interpretation:

47% of the population says that cartoons are both informative and entertainment. 23% agrees that cartoons are informative. 10% strongly agrees that they are informative and children's learn from cartoons. 20% of the population disagree the fact that cartoons are informative they says most they are do not educate children. As a result, cartoon is considered as a source for information to children by about half the percentage of population.

14. Children's social behavior is affect due to cartoon.

Interpretation:

42% of population disagrees that children's social behavior is not affected due to cartoon. 25% agrees that the child's social behavior is affected due to cartoon. 23% says it is neutral. 8% strongly disagrees. Thus, about 50% of population says that the cartoons do not affect child's social behavior. About 25% agrees that cartoon affect the social behavior of child.

15. Child's physical health is disturbed due to spending more time on watching cartoons.

Interpretation:

28% agrees that child's health is disturbed due to spending more time in front of television. 11% strongly agrees that the child's health is disturbed. 23% disagrees that the children health is not affected by watching television for long time. 16% strongly disagrees. 20% says it neutral that the there is an equal chance for the child's physical health to get disturbed and not getting disturbed. Thus 39% of children's health gets disturbed do to watching television for a long time.

CONTENT ANALYSIS

CHOTTA BHEEM

INTRODUCTION:

Chotta Bheem is an Indian adventure animation series. It has 277 episodes of 7 seasons and it has 40 television movies produced under the umbrella of Green Gold Animation. The whole episodes revolve around a boy named Chotta Bheem and his friends. Who resides in a small village named Dholakpur.

PLOT OF CHOTTA BHEEM:

This episode happens in a small village in India, where a 9-year-old boy named Chotta Bheem. Who is smart, strong and he is capable of doing everything. He used to save his village Dholakpur from all dangers. His friend Chutki a small girl, Jaggu a monkey and Raju a small baby helps Chotta Bheem in resolving every problem. There is a anti-hero named Kalia with his two sidekick twins Dholu and Bholu who never let their boss succeed and embarrass him everytime.

The king of the village is Indhravarma who loves Chotta Bheem a lot. If there is any issue inside the village. The king seeks the help of Chotta Bheem to solve the issue.

MAGIC PUPPETS

CHARACTERS:

This episode has only limited characters. The main characters are Chotta Bheem, Chutki, Jaggu, Princess Indhumathi, King Indhravaema, Raju, Kalia, Dholu and Bholu. And the additional characters of this episode are Tun Tun Mausi, Kichak and Mangal sing.

CONCEPT:

One day there was a puppet show organized in Dholakpur. People of Dholakpur are gathered to watch the show. After the show gets over the kids who enjoyed the show started crying asking their parents that they need

a same puppet like that. When their parents refuse, the puppeteer gave his puppet to those kids. In addition, that night the people of Dholakpur faced theft of their Jewels. They reported about the theft to the King. The king asked Chotta Bheem to help them to find the thief. Bheem along with the soldiers went in search of any suspicious actions inside the village. However, they found nothing. The next day the puppeteer offers new dresses to those kids for their puppets and he gifted it free. Thus, Bheem feels something suspicious and Bheem along with his friends inspected the puppeteer and found that he was man who performs BlackMagic and using that he is steeling the jewelry from the people. Therefore, Bheem with his friends punished him.

EMOTIONAL SCENES:

Number of emotional scenes: 02

The king feels bad for the theft that happened in his village. The king was emotionally down on seeing the sufferings of his people. The puppeteer showed emotion towards the kids who were enjoying the show, to mock them.

FRIENDSHIP BONDINGS:

Even though Kalia and Chotta Bheem are opposite to each other in every issue that happens among them. They stood together when there is a threat in their village. This showed the togetherness of two individuals who are completely opposite in every opinions.

ACTION:

This episode does not have much of action scenes. They show cased more bravery and patience in this episode.

Moreover, at the last scene when the puppeteer tries to escape Chotta Bheem punches him, warning him not to escape.

TOM & JERRY

INTRODUCTION:

Tom & Jerry is a series of animated comedy short films, created by William Hanna and Joseph Barbera. It consists of 161 theatrical short films produced by MGM (Metro – Goldwyn – Mayor). This series features the iconic character named Tom a grey furred cat. Jerry is a brown-skinned mouse.

PLOT OF TOM & JERRY:

The story revolves around only two characters Tom and Jerry. Tom always tries to catch the little mouse, Jerry. Tom never gets tired of chasing that little mouse. Jerry cleverly escapes from Tom in every situation, which puts Tom in a critical situation.

TEE FOR TWO

CHARACTERS:

This episode has only two characters Tom & Jerry. The woodpecker is featured as additional character. However, the woodpecker has no main role in this episode.

CONCEPT:

This episode starts in a Golf Ground, where Tom hits the ball towards the hole and the ball was pocketed correctly inside the hole. But after few seconds the ball popped out from the hole. Tom was confused and it hits the ball again. The same thing happened. Tom gets aggressive, and it inspected the hole and it found Jerry lying inside and pushing the ball out. On seeing this, Tom was provoked with aggression, and made jerry to stand as a tee and placed the ball on his head and tom hits the ball along with Jerry. However, Jerry somehow manages to hold the golf stick tightly. In addition, when tom found that Jerry was safe he tried again to hit Jerry and

Jerry placed a woodpecker egg instead of golf ball and the egg hatches in mid-air. And the little woodpecker started hitting Tom. In the same way, Jerry made Tom to face problems from Honeybees by making Tom to hit a beehive.

EMOTION:

This episode does not have any emotional scenes. The quarrel between the two characters were only revealed.

FRIENDSHIP BONDINGS:

This episode has no sign of good bonding. The two characters sets trap for each other's. The main motive of these two characters is to hit and hurt each other.

ACTION:

It is filled with more action sequence. The 80% duration of this episode is filled with Tom trying to hit Jerry but getting hurt by itself.

DORAEMON

INTRODUCTION:

Doraemon is a famous Japanese manga series written and illustrated by fujiko f fujio. It consists of 1787 episodes that became incredibly popular. This story is about cat Doraemon. Who came from 22st century sent by Nobita's descendants to help Nobita nobi a fifth grade student. Who is often bullied by his schoolmates' Gian and Suneo . This series consists at lots of characters and multiple conversations among themselves. This series emits Japanese culture in means of a student and a parent and their daily life style.

PLOT OF DORAEMON :

Sewashi nobi sent a robot cat named doraemon from 22nd century to take care of Nobita Nobi who is a lazy week and afraid of everything. His friends often bully him and he is week in studies. Doraemon comes from the future to help Nobita in all his problems. They often use bamboo helicopter, which helps to fly. Anywhere door which helps people to travel according to their thoughts. Nobita is too lazy to do any work and gets fails in all this actions. He is also been humiliated before all his friends. Nobita tries to save himself by using Doraemon's gadgets. Nevertheless, he always held in trouble whenever he uses his gadget. Moreover, later Doraemon used to save Nobita.

TIME PARADOX OF NOBITA

CHARACTERS:

There are numerous characters are featured according to the situation in this series such as, Nobita nobi, Doraemon, Takeshi goda (Gian), Suneo honekacoa, Dorami.

NOBITA NOBI:

It is lazy, foolish, week fifth grade student. Who wears red/yellow polo t-shirt and black shorts and a glass. His lazy on doing everything and cry like a baby to Doraemon for help with hid gadget. Eventhough he is lazy. He is a kindhearted boy who cares for his friends and emotional and a honest character. He occasionally does hard work.

DORAEMON:

It a robot cat from future sent by Sewashi nobi. Who is the descendant of Nobita Nobi. He has a number of gadgets in his four-dimensional pouch. He has a sister Dorami. Doraemon often helps nobita from trouble and tears all the mess he made a gives a good ending of the day.

CONCEPT:

On the starting of the episode, nobita finishes from school and does his way back home. But in between he is bullied and beaten up by Gian. Nobita runs to doraemon with tears in his eyes asking for help. When he enters the room he does not spoke a word or made a move. Nobita is afraid and called Dorami via the out time television. Dorami explain that Doraemon is out of change and already lost his backup. She gives only two option. One is to change the battery in future store, which leads to loss of Doraemon memory. Second is to wait until a scientist finds a suitable battery for Doraemon. Nobita chooses the second option. And lied to his friends as Doraemon went to future and won't come back. He studies well and becomes a successful robot A1 scientist. On their graduation day all his friends gathered. Gian is a successful businessperson now. Suneo is the president of his father's automobile company. Shuzuka still cares for Nobita. Who rejects Dekisuki's proposal and accepts Nobita's. On their wedding night Nobita, Shuzuka, Suneo, Dekisukhi had dinner in Gian's house. One day Shuzukha knock Nobita's room for giving coffee and finds him doing something. Suddenly Nobita yells "I did it "and machine works and a voice raises and asks "Nobita did you finish your homework". Both filled with tear and hugs doraemon. After these many years, Nobita finally fixed Doraemon.

EMOTION:

The whole series was packed with emotional drama particularly this episode. This episode stared without Doraemon. Only Nobita is managing every day. He gets into trouble and gets himself out. He learns to live without Doraemon. In addition, he sacrifices many things to achieve his goal, and finally achieves it.

FRIENDSHIP:

The friendship between the two characters Nobits and Doraemon is to infinity. They both care for each other at any cause at any mistake.

ACTION:

Gian and Suneo are two characters who often bully Nobita. At extreme, it ends up in fight. And every time Nobita gets beaten up by Gian and Suneo, Then Nobita finds justice with the help of Doraemon's gadgets.

FINDINGS AND CONCLUSION:**FINDINGS:**

According to the survey conducted through questionnaire. It shows that 80% of children's enjoys watching television cartoons daily. In addition, 73% of population accepts to the fact that cartoons are considered as the most important entertainment for children. About 52% of children spend more than 3 hours daily by watching television cartoons. It shows that children's being influenced by the violent content in the cartoons are neutral. 73% of the population says that child's school academics and social behaviors are not disturbed due to cartoons. 47% of populations cartoons are informative for children but the rest 53% says that cartoons are not informative for children. 43% of children try performing the stunts performed by their favorite cartoon character. 57% imitates their favorite character. 50% of child's outdoor activities are stopped due to television cartoons.

According to the content analysis of "The Magic Puppet" episode of Chotta Bheem it shows the helping and the serving nature of the main character is revealed a lot compared to the violent nature. The healthy bonding between friends is showcased.

In Tom and Jerry “Tee for two” episode is completely filled with violence. Where Tom and Jerry equally hurts each other. In Doraemon “Time Paradox of Nobita” the laziness of a fifth, grade boy is shown. Moreover, the lazy Nobita seeks help from Doraemon to complete all his works.

CONCLUSION:

This research is completely focuses on the violent contents in the cartoon that may influence or provoke violence in children. Based on the survey conducted, it is shown that carton becomes the most popular entertainment for children and they spent too much time by watching cartoons in their daily routine. Some parents are convinced with the informative contents, which are given to children through cartons. However, about 43% of parents say that children’s imitate cartoon characters and by imitating their favorite cartoon, they even try to perform he stunts performed by that character. Thus, it is important for parents to know about the content in the cartoon, which their child consumes. Cartoons even teach children social behavior.

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