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Effects of Cartoon Network on the Behavior of School Going Children (A Case Study of Gujrat City)

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Abstract

The main objective of the study is to highlight the psychological behavior of the children's of Pakistan after watching TV Commercials on Pakistani channels. This research paper covers the detailed area of the selected research which is covering the contents of Cartoons; in this research we select the children's of Gujrat City as sample. In this study media effects cultivation theory applied and survey method used for data collection. Study concluded that cartoon series especially Ben Ten influence the children behavior as well as their language. It is significant change in children that they prefer cartoon instead of physical games.

Key Words: Cartoons, Television, Culture, Negative effects, Behavior, Language, Violence.

Introduction: TV Cartoons and animated movies are the most entertaining activity for the kids for over more than 80 years. Felix the Cat the first ever cartoon icon, which started its journey in 1920s. In the next 10 years, Donald Duck, Mickey Mouse and Pluto were the cartoon character which is being introduced by Disney Brother's cartoon studios (Box Office Mojo.com, 2004).

Cartoons are playing a vital role in the changing behavior of the growing children. School going children entertain themselves by watching cartoons in spite of playing physical games. Due to this growing children are getting lazier in their daily life. They involve themselves more and behave like the hero's of these cartoons. Kids adopt their way of talking, walking, dressing and eating. Cartoon Network is the most favorite channel in the world. "Cartoon network started its transmission in 1992, and gained record breaking popularity. Ben Ten and Doremon are the most favorite cartoons of the school going children's. Since August 2002, it has been watched in more than 80 million homes in the United States of America and in 145 countries through the world" (Hassan and Daniyal, 2013). Violence showed in the cartoons is spoiling the minds of school going children; they always use guns, sword and rods during playing games. "Cartoon programs contained violence as its integral part. It is noticed that cartoon content is full of violence than serial plays and comedies" (Potter and Warren, 1998). "As the result, children are more exposed to violence showed in the cartoon program than any other television program broadcasted during prime time i.e. 8pm to 11pm" (Gerbner, Gross, Morgan and Signorelli, 1994)

Objectives:

Following are the main objectives of the study:

- To check the impact of Cartoons (Ben Ten & Doramaan) on the daily basis activities of the school going children.
- To check the Physical Health of the school going children.
- To check the wastage of time.
- To check the level of aggression in the school going children after watching these cartoons.

Hypothesis:

- Ben Ten and Doramaan watched more than other cartoons.
- Heavy viewers of Ben Ten & Doramaan are more aggressive than the low viewers.
- The Ben Ten & Doramaan more influence language and physical activities.

Research Question:

- Does school going children are having greater exposure of watch Ben Ten & Doramaan?
- Does heavy viewers of these cartoons are more aggressive than low viewers?
- Do these cartoons serious change children language?
- Does school going children prefer that Ben Ten & Doraman than physical activities?

Literature Review: Hassan & Daniyal (2013) studied after watching cartoons examined the effects on children's behavior. Cartoon is one of the most favorite cartoon network channel for children. As most of the free time to spend in front of the children so cartoon network, channel 24 hours. Not content with just having children but also give them some positive and negative habits. One of the important factors affecting children watching cartoons is also violence. Violence is an important part of the animation program. Children and drew violent content induced by publishers. Study design. The study questionnaire was used for data analysis and non-parametric statistics. Cartoon depiction of this study explores the impact on children's behavior violence. They just imitate their favorite cartoon characters, but even as indicated by the different cartoon characters, to force their parents to buy them clothes or accessories. This study also illustrates the fact that a class in children's behavior is influenced by observing different cartoon shows.

Learning mechanisms environment is regarded as particularly television effect is very important. The TV has a strong impact on the entire audience, including all age groups. Today, our mother tongue is significantly different linguistic expressions occur in the affected TV e.g. after the break. Likewise, children affected by television dramas and cartoons too often presented with different linguistic terms (Gokulsing, 2009). Kottak (1990) television programs and cartoons and animated films play an important role in all kinds of American children enculturation is believed to be major factors. Now these different types of television contents in order to bring some popular culture, radical changes in the culture, it should be understood being presented.

Siripen (2009) All children love to watch cartoons because cartoons, has a huge impact on the child's head. Author media close and easy to get these issues are children 2D cartoon animation, tried to alleviate. 2D cartoon animation in four primary schools in Thailand, offered a sample of 200 students. Goal is to create a good habit of positive thinking in social life. This short-term aggressive children in mind, not a sign of decline or trends, and has changed the long-term potential. In the media world today, has created award Center technologies and syndromes was why many children. This affects the next generation with the aggressive characters and negative minds of sociability. Also barriers own learning appropriate behavior.

Soumya et.al (2014) Perception of the parents to the children watching cartoons this study was conducted in two famous schools and focuses on various aspects of Assam Dibrugarh district. This was to investigate the effect of cartoons as perceived by the parents of the children and also try out the various problems faced by children in the growth phase. Descriptive; study. The working group consists of children studying in 140 parents III Level I Assam two schools. Method was adopted and 140 parents were obtained from census data. Auto questionnaire developed for this study was accepted. The findings of this study, the majority of children of the respondents (72.1%) 65.7% of the participants and 74 children's cartoon show, watching television every day to watch out for 3% of parents feel that the education of children affected by television. Spent a significant relationship between mother and when occupied by children of participants watching cartoons. There is a strong

relationship between participant’s child’s routine of imitating cartoon characters and the learning problems faced by the child.

Gökgearslan (2010) studied the Effect of Cartoon Movies on Children's Gender Development. He argued that Funny cartoon films have the necessary resources for children education aspects. Innocent cartoon images of subtle messages to include several drawbacks. One of these problems is related to the gender of the characters. Characters in animated films women, men, animals, and inanimate objects. While the roles of male and female characters stereotyped behavior patterns based on existing models in society, animal and inanimate characters are anthropomorphic features such as walking or talking on two legs. These characters have their own places in the films with human-like features. Animals and inanimate characters are sometimes stereotyped male and female models and these characters are sometimes seen as asexual or gay is designed on the basis of. Some are, take care of the conversion between the sexes. For example, a woman may be designed as a male character in a magical process. Such changes according to gender stereotyped behavior patterns, asexuality and character representation of concern. Especially children spend most of their time watching television and movies by the fact that these concerns are increasing. Complex models, gender does not affect the children with them in the years of negative life.

According to Gerbner cultivation theory analysis to develop heavy media exposure of individuals or grow-imaginary perception of a reality show makes the most repetitive and consistent messages from a particular environment. Only because of the widespread nature of this theory is applied to the most common television environment analysis. According to this theory, see a lot of television, one can create an image of the reality does not correspond to real life. News programs or reported and described in this television dramas, television violence, and different contents for example, more acts of violence are most people they encounter in their daily lives. Therefore, television is really a lot more severe and a person who can see the world as dangerous.

Methodology: Different methods like (Survey and after that Production of Video Documentary) used in this project to analyze the effect of cartoon network (Ben Ten & Doramaan) on children. We select students of the age of 7-12 from different Private and public schools of gujrat city for the survey and fill questionnaire.

Population: Researchers selected children’s (male & female) of Gujrat city for the survey

Sample: The target population of this study is school Children of Gujrat city instead of entire district.

Sample Size: With the help of convenient random sampling technique researchers took 100 children’s, both male and female are the sample size.

Data Collection: For the purpose of data collection researcher used questionnaire as a tool..

Finding & Conclusion:

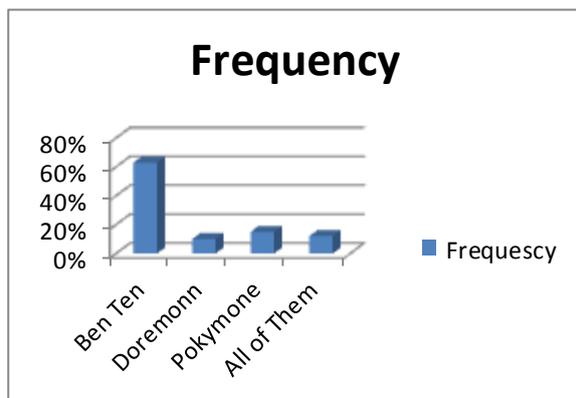


Figure 1

Q1. Which is your favorite cartoon series?

- A. Ben Ten
- B. Doremon
- C. Pokaymon
- D. All of them

Figure 1 shows that 59% children prefer to watch Ben Ten cartoons over rest of them. Majority of children favorite cartoons are Ben Ten instead of any other serious.

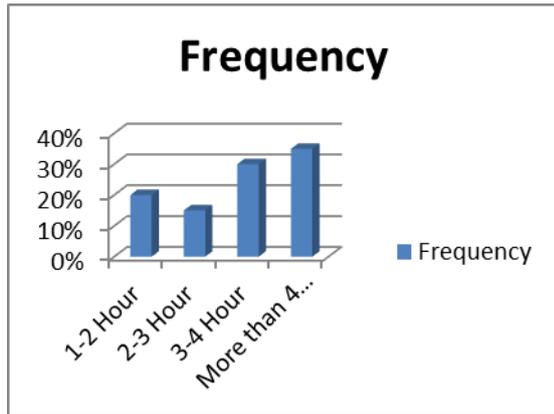


Figure 2

Q2. How much time do you spend on watching cartoons?

- A. 1-2 hours B. 2-3 hours C. 3-4 hours D. More than 4 hours

Figure 2 shows that 32% children watch TV more than 4 hours on daily bases while others watch less. This fig. prominently indicates that children watch cartoon more than 4 hours. They consider cartoon as only source of entertainment.

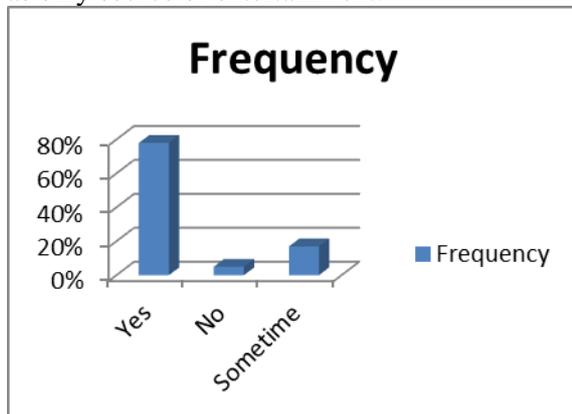


Figure 3

Q3. Do you think cartoon characters put some psychological effects on the children?

- A. Yes B. No C. Some time

Figure. 3 shows that 78% children have psychological effects after watching cartoons while others less. When children pay more attention cartoon characters than this thing also influence their cognitive process and further lead to different effects of cartoons.

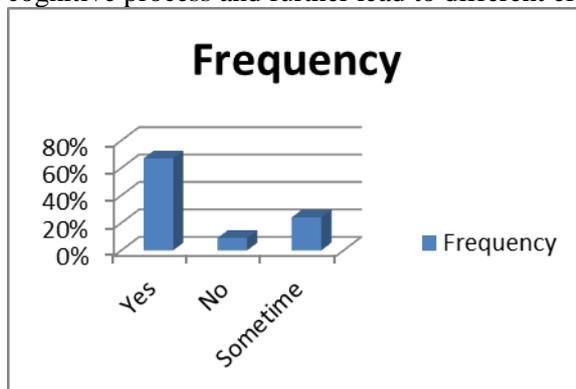


Figure 4

Q4. Do you think that children behavior gets changed after watching cartoon?

- A. Yes B. No C. Some time

Figure 4 shows that 60% children behavior changed after watching cartoons instead rest of them. When children pay more attention cartoon whole story or specific character and craze affect their behavior to change them.

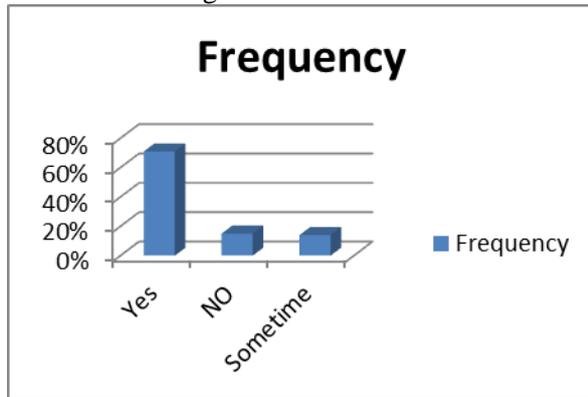


Figure 5

Q5. Do children intend to intimate their language?

- A. Yes B. No C. Some time

Figure 5 shows that 62% children are changed their language after watching cartoons while others did not. When children watch cartoon they also learn their language after that they use language in daily life like in school, with friend s and family.

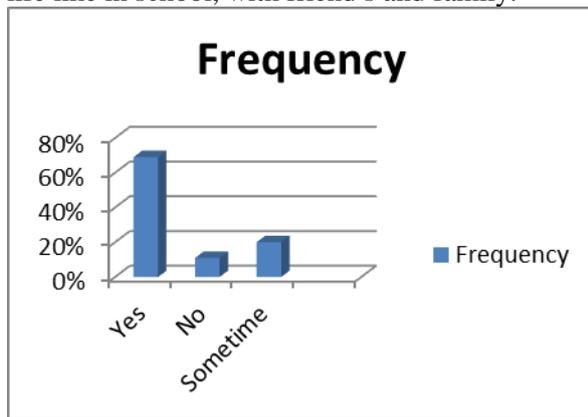


Figure 6

Q6. Have you observed any behavior change like children fighting with each other after watching cartoons?

- A. Yes B. No C. Some time

Figure 6 shows that 62% children behavior gets changed after watching cartoons. Majority participant agreed that children behavior change after watching cartoon. They show the aggressive behavior and use same techniques which they observed in cartoon during the fighting with each others.

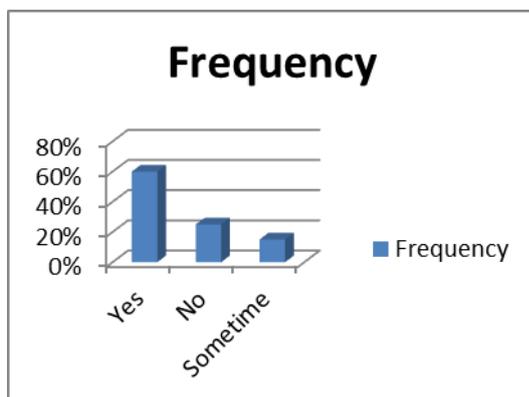


Figure 7

Q7. Do children prefer to watch cartoons over outdoor games or picnic?

- A. Yes B. No C. Some time

Figure 7 shows that 59% children prefer cartoons over picnic and outdoor games instead rest of them. They more gain entertainment from cartoons different serious than the physical games and outdoor activities.

Conclusion: The result of this study indicates that children are highly influence the cartoons serious. Because they more pay attention and time to cartoons instead of other activates. While in modern this also crucial factor that family member gives less time to children therefore mostly pass time watching cartoons serious. When grooming age children would more focus the cartoon serious it mean they are learning a lot of things from cartoons. In fact, the analysis shows that majority of children psychological affected through cartoons. Cartoons are not only changing their behavior toward aggressive but also changing their language and language is most important part of any culture. Later analysis children more use cartoon as source of entertainment than the other physical activates. This thing is more harmful for children physical health. In last it is obvious through study analysis that cartoon affecting mentally as well as physically on the grooming children

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