PalArch's Journal of Archaeology of Egypt / Egyptology

EFFECT OF CARTOON PROGRAMS ON LANGUAGE AND BEHAVIOUR OF CHILDREN

Aditya Sharma[1], Dr. Chanchal Sachdeva Suri[2]

[1]Student of MAJMC, University Institute of Media Studies, Chandigarh University, Mohali, Punjab, India
[2]Assistant Professor, University Institute of Media Studies, Chandigarh University, Mohali, Punjab, India
E-mail: aditya.sharma021@gmail.com, chanchal.e8938@cumail.in

ABSTRACT:

Cartoons are the reflection of an imaginary life that can affect the children in many ways. There are several TV Channels which broadcast Cartoons non-stop. Over the years, children have become more interested in cartoons because these cartoons are funny, interesting and full of colours. Mostly children watch cartoons for Fun, action and learning. Cartoons have both positive as well as negative effects on children's Behaviour. Cartoon helps in language and mental development of children but sometimes ......Children also show some aggressive and violent behaviour with their siblings and their friends while trying to be funny. The present study will try to find out the effects of cartoons on the language and behaviour of children. The methodology used for the present study will be Interview method with a questionnaire.

I.   INTRODUCTION

We are living in the universe of innovation, development, and globalization. It is completely true that development and innovation have brought us many comforts and benefits, but it has completely changed our lifestyle and the way of living. In India, the way of life has changed drastically; nowadays it is the need of the hour that both parents have to work to fulfil the growing demands of the children. The absence of both parents from the house is a major reason for many problems related to children which includes bad behaviour and the use of inappropriate language. Children are very delicate

and critical, they have no idea what is right or wrong and whatever they see or listen has a direct effect on their mind. As they are alone in the house, the only way through which they can entertain themselves is Television. In television, the most attractive is the Cartoon Series. Most of their free or leisure time is spent in front of the television watching cartoons. In simple language, we can say that Cartoons are a sort of illustration, possibly animated and which are typically in a non-realistic or semi-realistic style. In India, most of the cartoons are broadcast in Hindi language or any other Regional language (depending upon the local area in which they are broadcast).

The word "Cartoon" is believed to be originated either from Italian word *cartone* or the Dutch word *Karton.* Both words describe the same meaning which is strong, heavy or thick paper or pasteboard. Italian word *cartone* was borrowed into English. It is believed that the history of cartoon commences from 300 BC.

Modern cartoons originated in the early 19th century and they had brought a major revolution in the field of children's entertainment. The first animated cartoon was developed in France, by Emile Cohl. He developed **FANTASMAGORIE**. In the film, it was shown that a stick figure like a man was moving around and he was encountering morphing objects such as a wine bottle that turns into a flower. It was followed by the **Little Nemo, How a Mosquito Operates, Gertie the Dinosaur**, etc. and all these originated in the United States.

Cartoons in India: The credit of bringing Animation in India goes to the Ministry of Information and Broadcasting under the Government of India. They took the initiative to bring this beautiful art form (Animation) to India. Ministry of I&B is a nodal agency of Government of India, which was established to disseminate and provide information about various government plans, policies, programs, schemes, rules and regulations to the general public. For this purpose, they use a variety of media like Print, Radio, Television, and different Social Media platforms.

In the year 1956, American Technical Co-Operation Mission was organized, under which the Government of India, invited Clair Weeks of Disney Studios. He was invited to assist and to provide a helping hand to build up India's first animation studio. And after one year, in 1957, with complete guidance and assistance of Weeks, the first animated film of India, "The Banyan Deer" was made. At that time Film Division of India, undertook a major initiative to produce animated movies in colour format. And "The Banyan Deer" was first of its kind which was produced in India in the colour format in the year 1957. It was a complete masterpiece to watch. It teaches the viewers about the power of standing up for truth and justice.

In the context of India, we can study the evolution of cartoon shows in 2 different stages. They are as follows:

Stage-1 (1959-1991): This period was the golden era in the history of the Indian television industry. It was the era of old Doordarshan, India's only

Public Television Service Broadcaster. During this period, a number of animated films and cartoon shows were produced in India and telecasted on Doordarshan. Iconic cartoon shows and series which were broadcasted were: Ek Anek Aur Anekta, Ghayab Aya, Vartmaan Meena and other Hindi Dubbed Shows like The Jungle Book, Ducktales, Talespin, etc.

Stage-2 (1991-PRESENT): The Economic reforms of 1991 brought up drastic changes in the television viewing experiences to the Indian viewers and audiences. The whole economy was liberalized, privatized and globalized. Foreign television companies and channels entered into the country and they enhanced viewing experiences of the masses. It was during this time that the children were able to watch the cartoon on various other foreign cartoon channels like Disney and Discovery Kids along with India's traditional channel Doordarshan. Iconic shows of this period are: Ramayana, Pandavas, Hanuman, Krishna, Bal Ganesh, Ghatothkach, Lav kush and Alibaba aur 41 chor etc. Now, There are different National and International channels which are entertaining children in India. Cartoons which are very famous among children nowadays are **Motu Patlu**, **Chota Bheem, Roll Number 21, Chor Police.** The other cartoon shows which are not Indian but are very popular in India are **Doraemon, Ninja Hattori, and Hagemaru** It has been noticed that children are always ready to watch cartoons because cartoons are very similar to their world of imagination. They are away from real-life hardship and dramas. The concrete list of different cartoon channels and their cartoon programs is as follows

Channel Name	Year	Language	Company Name	Shows
Cartoon Network	1995	Hindi English Tamil Telugu	Turner International India(Time Warner)	• Roll No 21 • Tom And Jerry • Uncle Grandpa • Dexter's Laboratory
Nickelodeon	1999	Hindi English Tamil Telugu	Viacom 18	• Motu Patlu • Rudra • Shiva • Oggy And The Cockroaches
Pogo	2004	Hindi English Tamil	Turner International India(Time Warner)	• Chota Bheem • Mr. Bean • Mighty Raju • M.A.D

Disney Channel	2004	Hindi English Tamil Telugu	Disney India Media Networks (The Walt Disney Company India)	- Mickey Mouse - Oye Golu - Doraemon - Simple Samosa - Mira, Royal Detective
Hungama Tv	2004	Hindi Telugu Tamil	Disney India Media Networks (The Walt Disney Company India)	- Perman - Hagemaru - Shin Chan - Pokemon - Vir The Robot Boy
Discovery Kids	2012	Hindi English Tamil Telugu Malayalam Kannada	Discovery Networks Asia Pacific	- Little Krishna - Little Singham - Monster Kid - Bandbudh Aur Budbak
Sony Yay Channel	2017	Hindi English Tamil Bengali Marathi	Sony Pictures Network	- Paap-O-Meter - Sab Jholmaal Hai - Kicko & Super Speedo - Guru Aur Bhole

Cartoons and Their Impact on Children

Children have their universe in which they are intrigued by a variety of things. If they see a bird flying in the cartoon, most probably it will fascinate them to do the same thing. Their imagination is beyond the limit of this world. The cartoons capture their mind and persuade them to watch it again and again. Nowadays, it is also being noticed that parents are wilfully showing cartoons to their children, to occupy them and to divert their attention. Cartoons are no doubt funny, adventurous, interesting and entertaining but some cartoon programs also promote violence, aggressive behaviour and have some form of adultery, which is completely not

acceptable for children at such a young age. Cartoons have positive as well as a negative impact on children and their behaviour.

Positive Impact of Cartoons:

Improves Observation Power: Children watch cartoons with much excitement and interest that they tend to observe every minute activity of their favourite cartoon character. It enables them to observe and understand the surrounding environment effectively. It also enables them to make a differentiation between reality and fiction.

Give Wings to Their Imagination: Although cartoons are fictional, but they improve children's imagination and thinking power. When children watch them, they think about them and try to imitate and adapt them to their real physical life. Through cartoons, children learn new things, new shapes and, colours. It enhances their creativity.

Teach Them to Respect Parents and elders: In many cartoon programs, it is being shown that lead cartoon character is respecting their parents and elders. Such activities encourage them to show respect and love to their parents and elders.

Language Development: The most prominent and visible impact of a cartoon is that it teaches children new languages. It improves their vocabulary. In India, most of the cartoon programs are from different countries that are either dubbed in English or Hindi or some other regional languages. Through cartoons, children are able to learn new words and phrases daily.

Improves Their Health: Laughter is the best medicine, and for children, cartoons are the best source of laughter. It engages them and reduces stress from their lives. It sometimes promotes healthy eating habits among children.

 Negative Impact of Cartoons:

Educational Distraction: Children are spending most of their free time on cartoons. As a result of which they are get distracted from their studies and this further affects their performance in schools. This is the major concern of every parent, whose children are heavy viewers of cartoons.

Violence and Aggression: There are some cartoon programs that promotes violence, anger, and aggression. It negatively affects their language and behaviour such as regular fights with the siblings and the use of foul language.

Health Issues: There is great reduction in their outdoor activities and games. All credit goes to increasing fondness towards cartoons. It is affecting their physical well-being. They are becoming obese and inactive.

From the above facts, it is proved that the cartoons have greater influence over the children because the major portion of their time and attention is occupied by them. The main focus of this research is to study the effect of

cartoons on language and behavioural development in children because of their over indulgence in cartoon shows.

Objectives of the Study

1.   To study the effects of cartoons (positive as well as negative) on children.
2.   To understand the effect of cartoons on the language and behavior of children.
3.   To explore whether cartoons these days are obtrusive enough to be seen by the children or not.
4.   To analyze antisocial behavior after watching a cartoon or not.
5.   To know the opinion of the children in watching the cartoons.

II.   **LITERATURE REVIEW**:

Hassan, Ali. Daniyal, Muhammad (2013) conducted a study named 'Cartoon Network and its impact on the behaviour of school-going children: A case of Bahwalpur, Pakistan'. It was found that the majority of school-going children watch cartoons and cartoon network is the most favourite channel of kids. These cartoons have a strong impact on these kids because most of the time is spent watching cartoons. It can also be evident through their way of dressing, style, language and violent behaviour. This study further revealed that nowadays violence has become an integral part of all genres of cartoons. Even it is shown in comedic cartoons. As a result of which children after watching them, starts fighting with their friends or siblings.

According to the study named 'The Effect of Cartoons on Children' (2016) children are mostly attracted by cartoons and these cartoons directly or indirectly shape their Behaviour. This study further revealed, by the age of 3, children become heavy-viewers. It also explained that there is some positive effect of the cartoon on children, such as they help in language, moral and mental development of children. This study further revealed that children become aggressive after watching the cartoon and they started behaving like their favourite cartoon characters in their real-life too.

In May 2016 a study was conducted to find out the Effects of Cartoon Programs on Behavioural, Habitual and Communicative changes in Children. It was found that there are some significant effects on the behaviour of those children who watch cartoons and the majority of children in their real-life behave, like the way their favourite cartoon character is shown on television screens and children also follow the cartoons in their real-life too. This study further revealed that nowadays there is a very strong impact of cartoons on children and this could be seen through their dressing, behaviour and their language.

In another study named 'Impact of Cartoon Programs on Children's Language and Behaviour' (2017), it was found that heavy viewers

(children) of cartoon programs, show more aggression and violent behaviour while they are playing with their siblings and peers. The study also revealed that the rate of language acquisition is quite high and they are becoming rude due to heavy-watching of cartoons.

In June 2017, A study 'Mother's Perception about Influence of Cartoons on Child's Behaviour and Parenting Style' revealed that the normal routine behaviour of children largely depends upon the nature of parenting styles adopted by their parents, particularly by their mother. This study has highlighted that Parent's dynamic Intercession prompts progressively positive impact of animation on kid's conduct than the negative impact of animation.

'Effects of Cartoon Channels on the Behaviour of School Going Children- A Survey Study' of 2018 revealed that cartoon serials have a high influence on school-going children because they are watching cartoons most of the time. As a result, they spend very less time doing other activities like playing outside with peers. This study also revealed that nowadays children's language and behaviour are also changing. Children are becoming more violent and are using inappropriate words and language. In short, cartoons are affecting children both, physically and mentally.

III.   METHODOLOGY TO BE ADOPTED

The methodology adopted for the present study is Interview method. The interview method was adopted because this method is more flexible and the rate of return in this method is very high as compared to other ones. The interviews were conducted to study the impact of cartoon programs on language and behaviour of children. Therefore, the total sample size of the study was 100 (50 Parents and 50 Children). The children of the age group of 3 -10 years and their parents (father/ mother) will be selected. In this research, the tool adopted to conduct the interview was the Questionnaire consisting of both open-ended and close-ended questions. Two different types of questionnaires will be prepared for both parents and children. The children were interviewed under the guidance of their parents and or guardians for the collection of biased and true information and data.

IV.   DATA ANALYSIS:

The Interview method with the help of a comprehensive Questionnaire has been used to conduct the present study. The sample consists of 100 respondents (50 Parents and 50 Children) form Krishna Vihar area of Pathankot (Punjab). A description of the gathered data is divided into two parts i.e. Part-1 consisting of data analysis of information gathered from parents and Part-2 includes the data analysis of information gathered from children that are presented below in the form of a pie-chart graph.

Part-1 consisting of data analysis of information gathered from parents

PIE-CHART-1

Gender

50 responses


Legend:
- Male
- Female
- Prefer not to say
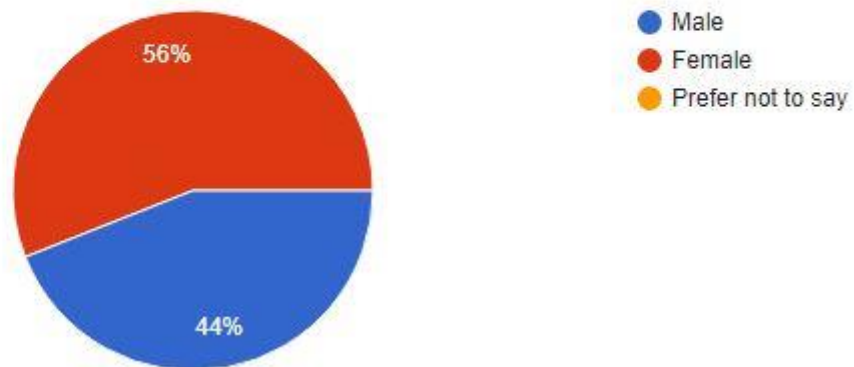
The above figure illustrates that in this research, **56%** of respondents are Female (Mothers of children) and **44%** of respondents are Male (Fathers of children). So, in this research due consideration and chances are given to both Mothers and Fathers of several children to give their views and opinions related to the research topic.

PIE-CHART-2

How much time your child spends watching cartoons daily?

50 responses

Legend:
- 1 Hour
- 2 Hour
- 3 Hour
- 4 Hour
- 5 Hour
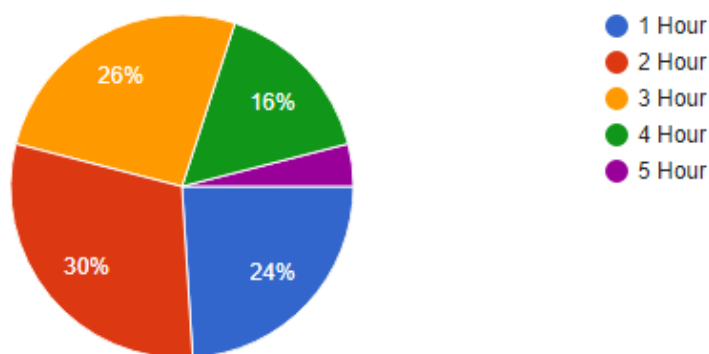
The above pie chart shows that around **24%** of children watch cartoons for 1 hour, **30%** of children watch cartoons for around 2 hours and around **26%** of children watch cartoons for 3 hours. They are moderate viewers of television. Whereas around **16%** of children watch cartoons for 4 hours and around **4%** of children watch cartoons for 5 hours. These children are heavy viewers of television.

PIE-CHART-3

Do you think that your child imitates the character of the cartoon watched?

50 responses
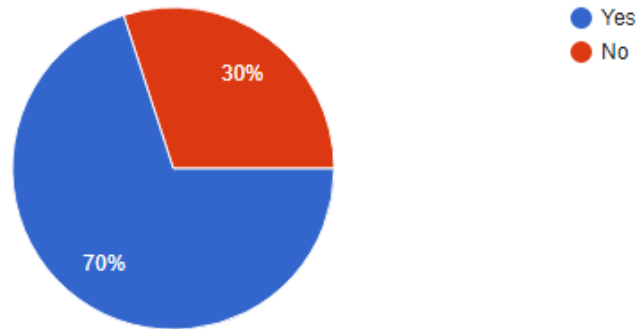
Pie Chart-3 illustrates that cartoons have a strong impact on the children because around **70%** of children behave like their favourite cartoon characters after watching television or they try to imitate or copy their actions and behaviour. Some parents alleged that their child tries to copy his favourite cartoon character's action, gesture, body language while playing with their sibling and while getting ready for school. Some children also try to mimic the dialogues of their favourite cartoon. This figure further states that around **30%** of children do not behave like a cartoon character.

PIE-CHART-4

Have you noticed that your child is glorifying or worshiping or idealizing some cartoon characters?

50 responses
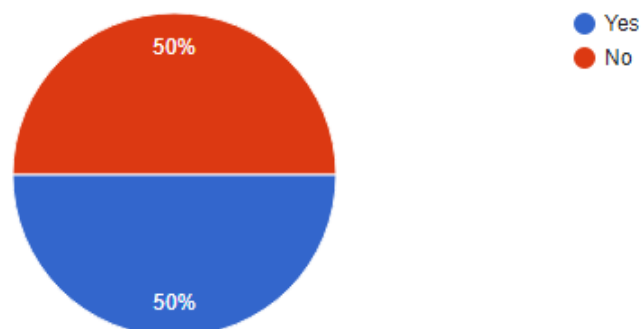
There is a balanced reaction in the above figure. It illustrates that around **50%** of parents feel that their children are glorifying or idealizing their favourite cartoon characters. Whereas, it further illustrates that around **50%** of parents also feel that their children are not worshiping or glorifying any cartoon character.

PIE-CHART-5

Does your child request you to get them accessories related to their favorite cartoon character or program? Like- Bottles, Bags, Tiffins, Pencil-box, Posters.

50 responses
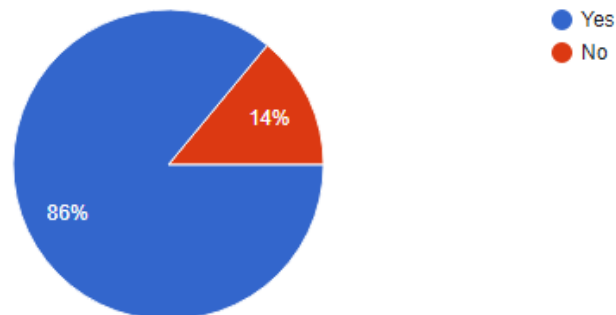
This figure illustrates that nowadays children behaviour and lifestyle are widely affected by the cartoon. This is true because around **86%** of children demand their parents to buy them accessories such as pencil-box, water-bottle, posters, school-bag, etc. related to their favourite cartoon character or character program. While doing research, the researcher further finds out that parents are very upset with this particular change that is coming in their children. Only around **14** % of children do not demand their parents to purchase these things.

PIE-CHART-6

Have you at any point seen that your child is clustering himself with the name of his preferred animation character while playing with his friends and siblings?

50 responses
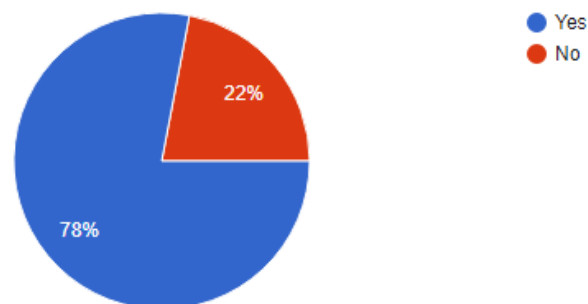
The pie chart -6 shows that around **78%** of children, classify themselves with the name of their favourite character while playing with their friend or sibling and around **22%** of children do not cluster themselves with the name of their favourite character while playing.

PIE-CHART-7

Nowadays children can watch cartoons in different languages like in Hindi or in English or in any other Regional language, Have you noticed your child acquiring the other languages?

50 responses

- Yes
- No
- Maybe

58%
22%
20%
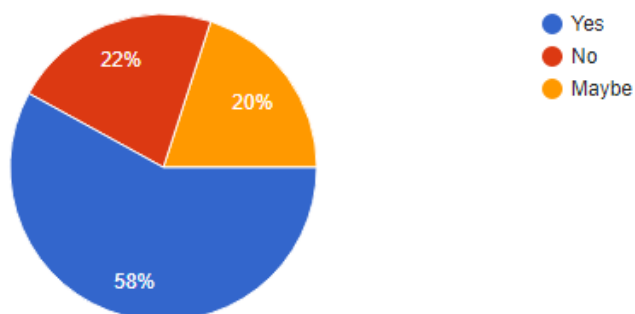
This figure strongly indicates that parents of **58% of** children feel that nowadays cartoons help in language, behaviour and mental development of children. It means cartoons have an impact on the life of children. Only around **22% of** children's parents feel that cartoon does have an impact on the life of children but they do not help in the language development of their children. It further indicates that around **20%** of parents feel that cartoons may help in the language development of their children. These parents are quite confused about whether cartoon helps or they do not.

PIE-CHART-8

Is there any transformation or change in the moral values of your child due to watching cartoons?

50 responses

- Yes
- No

72%
28%
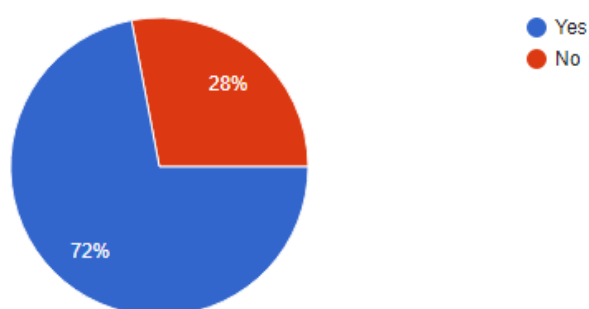
This figure illustrates quite shocking results. It shows that around **72%** of parents feel that there is a transformation or change in the moral values of their child due to watching cartoons. It means they feel that values like honesty, integrity, and truthfulness are depleting in their children. Because of some violent content that is being shown in cartoons. It further shows that only **28% of** parents feel that there is no change in the moral values of their children due to watching the cartoon.

PIE-CHART-9

Does cartoons nowadays are creating any gender-based difference among children? Like Ben 10 is only for Boys and Power Puff Girls is only for girls.

50 responses
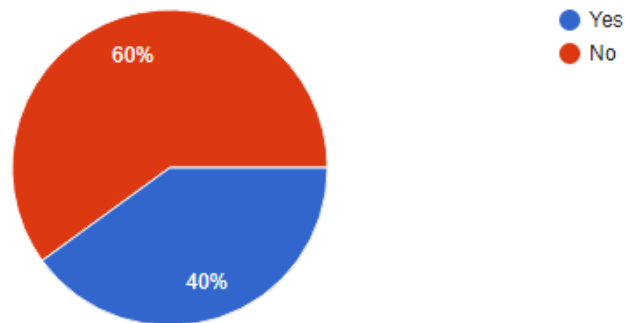
This figure illustrates that around **60% of** parents feel that cartoons nowadays are not creating any gender-based difference among their children. It means they are not differentiating that Ben-10 is only made for boys and Power Puff Girls is only for girls. It further shows that around **40% of** parents do feel that cartoons nowadays are creating gender-based differences among their children.

PIE-CHART-10

Do you oversee your children while they are watching cartoons.?

50 responses
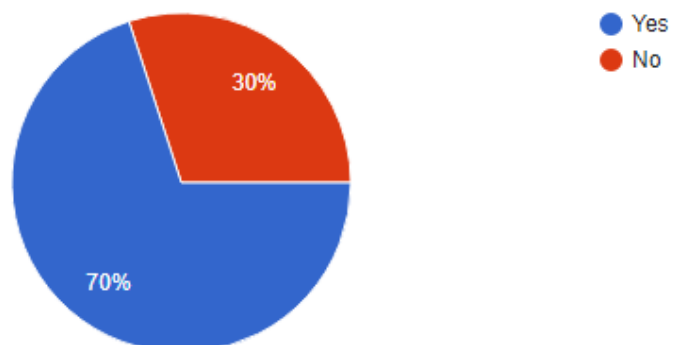
This figure illustrates that around **70%** of parents watch their children, while they are watching cartoons. They supervise the type of program they watch. Is it appropriate for them or not? And around **30%** of parent does not oversee them while they are watching cartoons.

PIE-CHART-11

Do you believe that cartoons are informative for children?

50 responses

- Strongly Agree
- Strongly Disagree

42%

58%
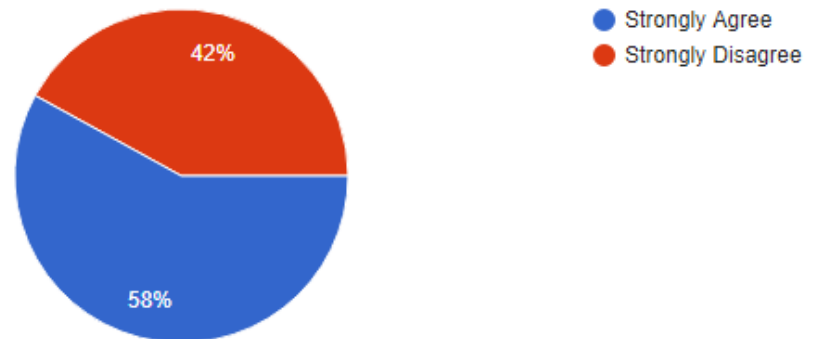
This figure illustrates that around **58%** strongly agree that cartoons nowadays are informative for their children. Although, they are fictional, they provide knowledge and information about real life and their surrounding environment. It also illustrates that around **42% of** parents do not agree that cartoons are informative for their children.

PIE-CHART-12

Do you think that cartoons nowadays are vulgar or obscene and mature enough to be sho to the children?

50 responses

- Yes
- No

58%

42%
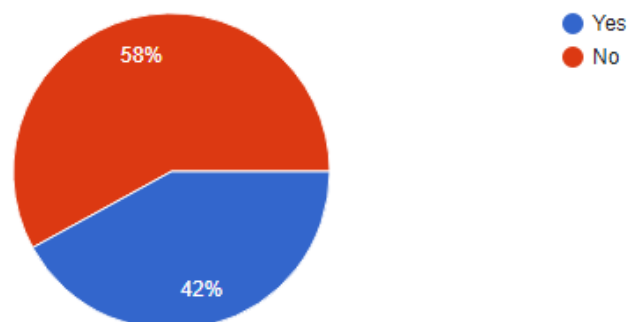
This figure illustrates that around **58%** of the parent believes that cartoon nowadays is not vulgar, mature or obscene enough to be shown to the children. It means they can even watch them if they are not around to oversee them. However, around **42%** of parents do feel that cartoons nowadays are quite vulgar, mature or obscene enough to be shown to their children.

PIE-CHART-13

Does your child show some rude or unfriendly or antisocial behavior?

50 responses
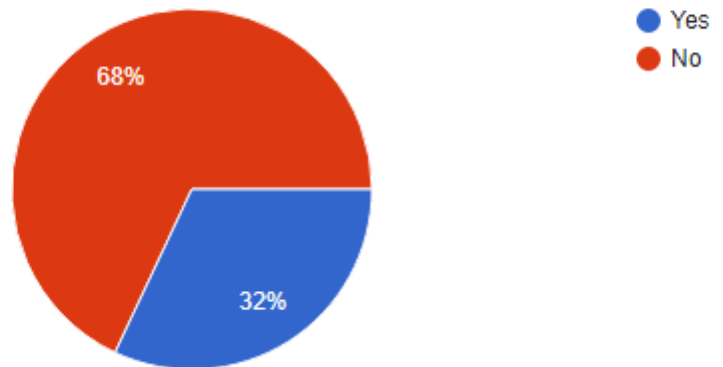
This figure illustrates that around **68%** of parents feel that their children do not show any rude or antisocial behaviour after watching the cartoon. It further illustrates that around **32%** of the parent thinks that their children are showing some rude behaviour. Children do so if their parents stop them from watching the cartoon. Sometimes they even notice them (children) using vulgar language or showing aggressive behaviour with their sibling or friend while playing.

PIE-CHART-14

What your child prefers most?

50 responses
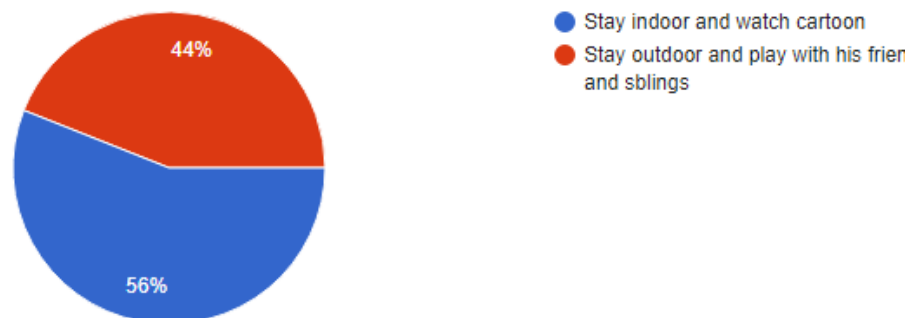
ILLUSTRATION:

This figure shows us that around **56% of** children prefer to stay indoor in their houses so that they could watch a cartoon for a longer period. On the other hand, around **44% of** children prefer to stay outside their house, so that they could play with their friend or sibling

CHART-15

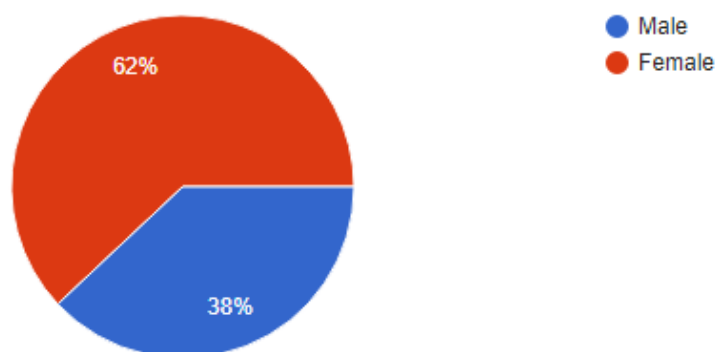Which cartoon program your child prefers to watch?

50 responses

Rudra
Chota bheem
Shiva
Sab jholmaal hai

Little singham
Mighty raju

Mighty raju
Little singham

Rudra
Little singham
Doeaemon

Mighty raju
Rudra
Little singham

Part-2 (Data Analysis of Information Gathered From Children)
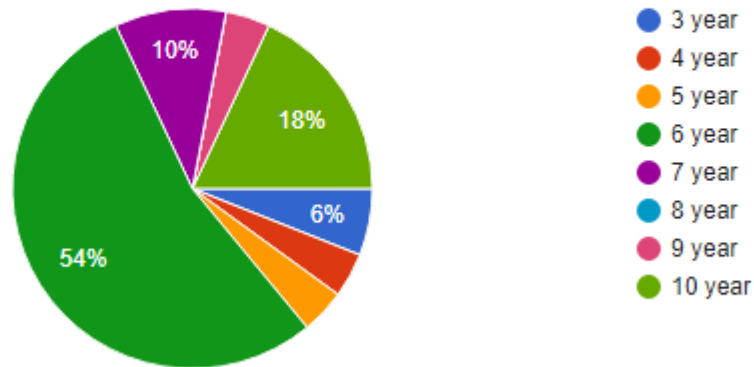
PIE-CHART-1

Gender

50 responses

The figure illustrates that in this research, **62%** of respondents were Females (Girl child) and **38%** of respondents were Male (Boy child). So, in this research due consideration and chances were given to both girls and boys to give their views and opinions related to the research topic.

PIE-CHART-2

Your Age

50 responses

This figure illustrates the percentages of children's age who were included in this research study. It shows that around **54%** of children were 6 years old. Around 18% of children were 10 years old, 10% of children were 7 years old, **6%**children were 3 years old, **4%** children were 4 years old, **4%** children were 5 years old and **4%** children were 9 years old.

PIE-CHART-3

Do you watch cartoons? Yes, or No.
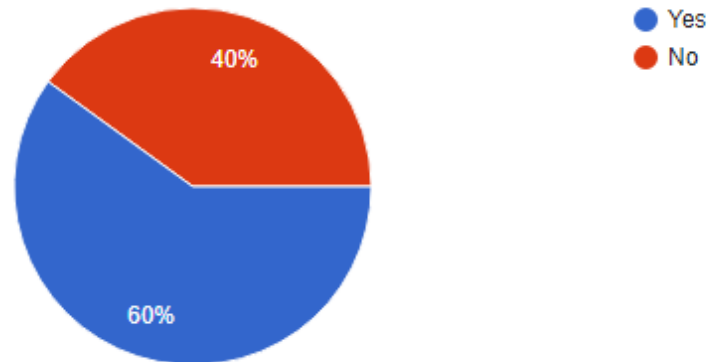
50 responses
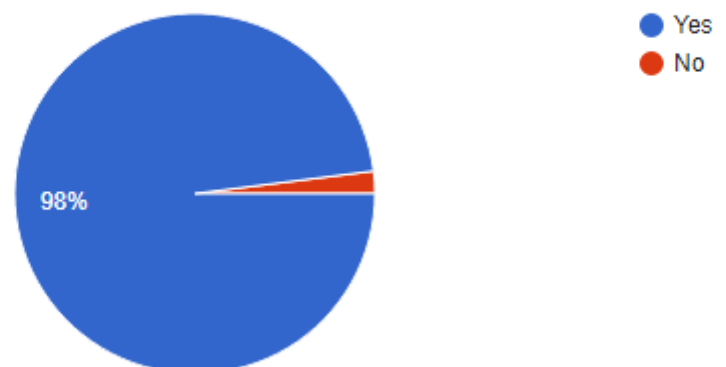
This figure illustrates that around **98% of** children admit that they watch the cartoon regularly. It further illustrates that only **2% of** children do not watch cartoons regularly. However, 2 % of children do watch cartoons, but not regularly. It is like once in a blue moon.

PIE-CHART-4

Do your parents monitor you while you are watching cartoons?

50 responses

This figure shows that around **60%** of children were constantly under their parent supervision, whenever they were watching the cartoon. It means their parents accompany and monitor them, while they are watching the cartoon. This figure further illustrates that parents of around **40% of** children do not monitor and or accompany them.

PIE-CHART-5

Do cartoons help you to learn new things and new languages?

50 responses
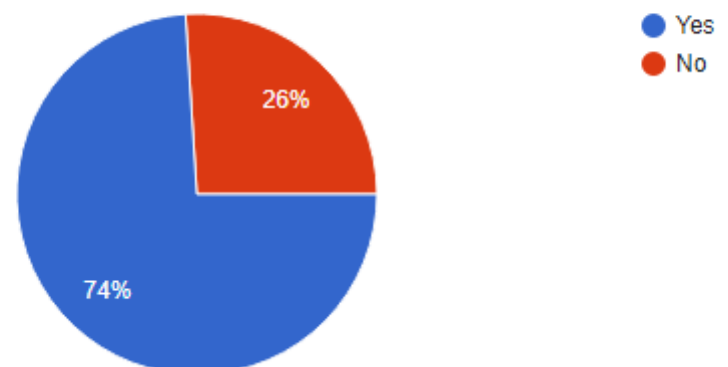
This figure illustrates that around **74%** of children believe that through cartoons they can learn new things like moral values and the new language. Although cartoons are fictional, they are based on real-life. However, around **26% of** children feel that the cartoon does not help in learning a new language or new skills.

PIE-CHART-6

What do you prefer?

50 responses

● staying inside and watching cartoon
● playing outside with your friend

62%

38%
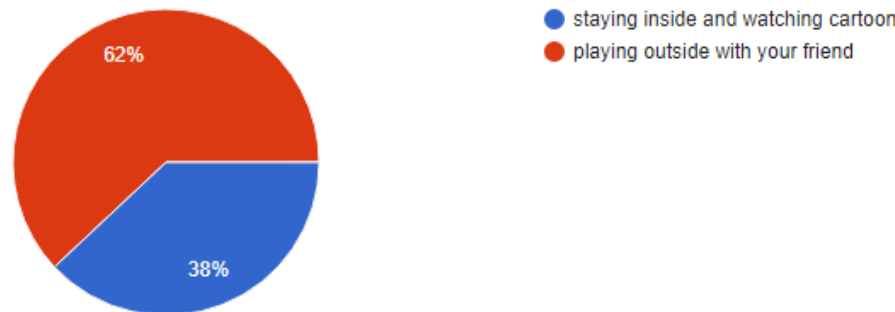
This figure illustrates that around **62%** of children love to spend more time playing outside with their friends or sibling. Around **38% of** children only prefer to stay inside so that they could watch cartoons for a long time.

PIE-CHART-7

Do you copy the actions and activities of your favorite cartoon character?

50 responses

● Yes
● No

26%

74%
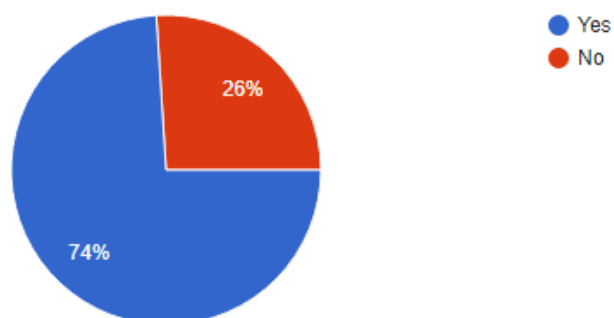
This figure shows that **74%** of children admit that they do copy the actions and activities of their favourite cartoon character, after watching them. It means that cartoons do affect the behaviour of children. It further shows that only **26% of** children do not copy any action or activities of their favourite cartoon characters.

PIE-CHART-8

Who decides the program and time of television viewing at home?

50 responses
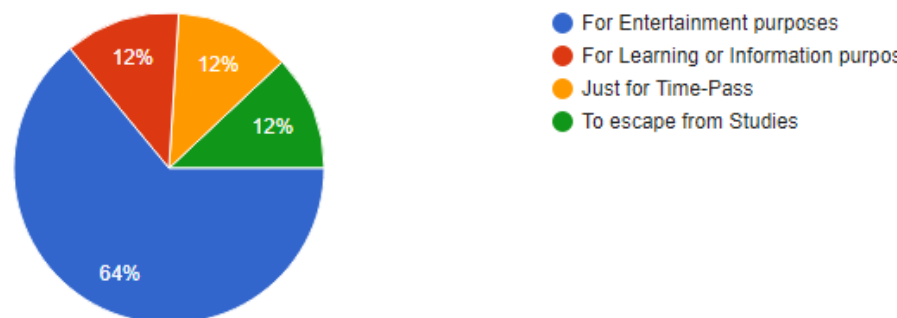

- ● Yourself
- ● Parent
- ● Sibling

44%

12%

44%
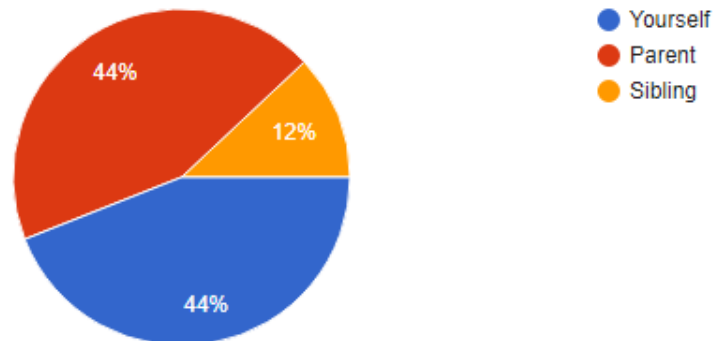
This figure shows that in the case of 44% of children, the decision about duration and type of cartoon program was taken by the child himself/herself. However, in the case of around 44% of children, all these decisions were taken by their parents only. And in the case of around 12% of children, all these decisions were taken by their siblings.

PIE-CHART-9

Why do you watch cartoons?

50 responses

- ● For Entertainment purposes
- ● For Learning or Information purpos
- ● Just for Time-Pass
- ● To escape from Studies

12%   12%

12%

64%

ILLUSTRATION

This figure explains why do children watch cartoons. From the figure, it is clear that the majority of children (**64%**) watch cartoons just for entertainment purposes. Around **12% of** children watch cartoons for learning or information purposes and around **12% of** children watch cartoons just for time-pass. It further shows that the remaining **12% of** children watch the cartoon, so that they could escape from studies.

PIE-CHART-10

If yes, how much time do you spend watching cartoons?

50 responses
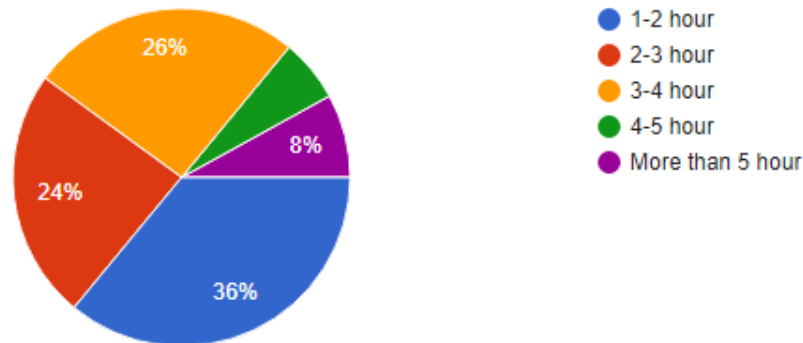
ILLUSTRATION

This figure illustrates the time duration of watching cartoons. It shows that around 36% of children watch cartoons for 1-2 hours; around 26% of children watch cartoons for 3-4 hours, around 24% of children watched cartoons for 2-3 hours and around 8% of children watched cartoons for more than 5 hours. Only 6% of children watch cartoons for 4-5 hours.

CHART-11

What is your favorite cartoon channel?

50 responses
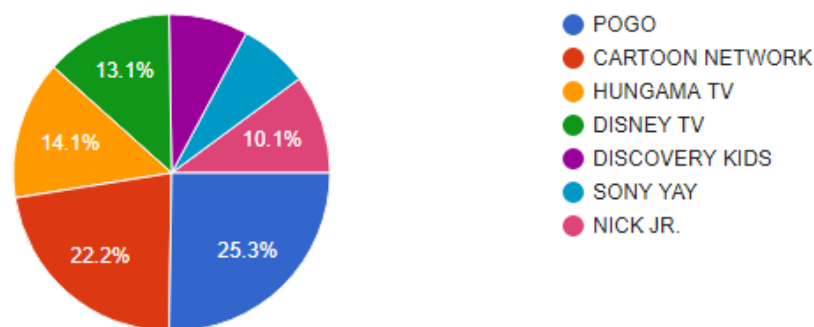
This figure illustrates information about the favourite cartoon channel of the children. It shows that around **25.3%** children prefer to watch POGO cartoon channel, around **22.2%** children prefer to watch CARTOON NETWORK channel, around **14.1%** children prefer to watch DISNEY TV channel, around **10.1%** children prefer to watch NICK JR channel, around **8.1%** children prefer to watch DISCOVERY KIDS channel and only **7.1%** children prefer to watch SONY YAY cartoon channel.

V. FINDINGS AND RESULTS

As mentioned above, the researcher has used the Interview method with the help of a comprehensive Questionnaire. The sample consists of 100 respondents (50 Parents and 50 Children) form Krishna Vihar area of Pathankot (Punjab). A description of the **Findings** is presented below. It is divided into two sub-parts.

Part-1 (Findings and Results of Information Gathered From Parents)

After this study, the researchers found that children are highly affected by the cartoon. Because it has been observed that they prefer to stay indoors and watch cartoons as compared to going out and playing games with their friend or sibling. In the whole research, what comes out is that there are some positive as well as negative effects and impacts of cartoons on children. The positive effects include increase in creativity and imagination, learning of local customs, values, traditions, and history. They can get a lot of information of Hindu mythology with the help of animated version of Ramayana and Mahabharata. While mimicry of negative behaviour, increasing demand to buy the accessories such as water bottles, school bags, posters, pencil boxes, etc related to their favourite cartoon show, decrease in outdoor activities, disobedience of parents and elders, worshiping their favourite cartoons and Rise of transformation of moral values are some of the negative effects

Part-2 (Findings and Results of Information Gathered From Children)

In this research study, it was observed that children were highly affected by the cartoon. It was observed that around 98% of children watch the cartoons regularly. Out of which, around 36% of children were light viewers of television because they watched television for 1-2 hours only. Whereas the remaining 64% of children were heavy viewers of television as they watched television from 2-5 hours daily. In India, there are many cartoon channels available for children. The major cartoon broadcasting channels are Pogo, Cartoon Network, Discovery Kids, Sony Yay, Disney Tv, Nick Jr, and Hungama Tv. Out of these 7 channels, children love to watch Pogo and Cartoon Network the most. It was observed that the majority of children watch cartoons, under the supervision of either their parent or sibling. The decision regarding duration and type of cartoon program to be viewed was taken collectively by children, parents and their sibling. It was also found that that around 74% of children feel that cartoons help them to learn new things like, shape, colour, alphabets, numbers, rhymes, poems. The researcher found out that children admitted that they do copy the actions and activities of their favourite cartoon characters while playing with their friends. Some children even learnt new words, new sentences, and new languages after watching cartoons. The researcher observed that 76% of children watch cartoons, just for time-pass and for enjoyment and entertainment purposes. Whereas only 12% of children watch cartoons for learning or information purposes and the remaining 12% of children watch cartoons so that they could escape from studies.

VI.   CONCLUSION

As there are some positive as well as the negative effects of cartoon on children, parents have to monitor them while they are watching them. If the child is showing any change in his/her behaviour, routine life then it must be checked and any necessary changes which are required must be carried out. It is the responsibility of every parent to give appropriate time to their children, while they are at home. Spend some time playing together, reading together and preparing the meal together. Children should be encouraged to play more outdoor games and not staying inside and watching the cartoon and playing video-games. It can also be concluded that children were highly affected by cartoon programs as the majority of their time and attention is occupied in watching cartoons. However, the duration of watching cartoons varied from child to child. It was observed during study that the major reason of children watching a cartoon for such a long period was that nowadays families give less time to their children, therefore when they were alone at home, they were left with watching cartoon. It was analyzed that cartoons help them to learn new things and language. Through cartoons, children acquired knowledge about basic shapes and colours. They learnt new words, phrases, and languages. In India, some cartoon channels broadcast cartoons, without any break. So parents must keep a regular check on their children, about the genres of cartoons being watched as over-watching them can lead to a change in the behaviour of children or it may create anti-social behaviour among them.

Google forms links

https://forms.gle/5hMArobKuK6uQeD26

https://forms.gle/rDGKY8y9f7jDyjP97

References

[1] Tripathi, Priyambada. Singh, Anita, and Singh, Anita (December 2016). The Effect of Cartoons on Children. Retrieved from:

[2] http://www.researchjournal.co.in/upload/assignments/11_400-403.pdf

[3] Rai, Shailesh. Waskel, Bhagwan. Sakalle, Salil. Dixit, Sanjay & Mahore, Rajendra (May 2016). Effects of Cartoon Programs on Behavioral, Habitual and Communicative changes in Children. Retrieved from:

[4] https://www.ijcmph.com/index.php/ijcmph/article/viewFile/397/386

[5] Raza, Hassan, Syed & Gondal, Sarfraz. (August 2016). Impact of Cartoons Viewing on The School Going Kids: Is Really a Trouble to Contemplate. Retrieved from:

[6] https://www.researchgate.net/publication/306396079_Impacts_of_Cartoons_Viewing_on_the_School_Going_Kids_Is_Really_a_Trouble_to_Contemplate.

[7] Ahmad, Zubair. Alam, Rabia. Shaukat, Amina & Ghilzai, Akbar, Shazia. (January 2017). Impact of Cartoon Programs on Children's Language and Behavior. Retrieved from:

[8] https://www.researchgate.net/publication/323523698_Impact_of_Cartoon_Programs_on_Children's_Language_and_Behavior.

[9]   10 Famous Indian Hindi Cartoon. Retrieved from:
[10] https://www.mapsofindia.com/my-india/society/10-famous-indian-hindi-cartoon-characters.
[11] Positive and Negative Effects of Cartoons on Child Behavior and Development. Retrieved from:
[12] https://parenting.firstcry.com/articles/positive-and-negative-effects-of-cartoons-on-child-behaviour-and-development/
[13] Negative Effects of Cartoons on Children. Retrieved from:
[14] https://novakdjokovicfoundation.org/negative-impacts-of-cartoons/
[15] Introduction to Banyan Deer Movie. Retrieved from:
[16] https://www.thebetterindia.com/96334/india-first-animation-movie-the-banyan-deer/
[17] List of Kids Television channels in India. Retrieved from:
[18] https://mplan.media/blog/list-of-kids-tv-channels/
[19] Introduction to cartoons. Retrieved from:
[20] https://shodhganga.inflibnet.ac.in/bitstream/10603/271345/7/07_chapter%201.pdf