

# A Study on the Influence of TV Cartoon Programs on Children

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## ABSTRACT

Children's cartoons are the most popular kind of entertainment. In recent years, children have gotten considerably extra interested in cartoons, as well as it has becomes their main leisure. Children often begin viewing cartoons on television when they are six months old and become devoted viewers by the age of two or three. Children's interest in cartoons has expanded dramatically over time, and it has become a popular pastime in some homes. This study is conducted using a questionnaire survey. Respondents came from a variety of schools and different parts of Delhi. Survey research is one of the most important domains of measurement in applied social research. The interviews, which included open-ended questions, focused on children's behavior. An online survey was used to analyze the data, which was completed via online forms. A total of 100 people from various parts of Delhi were asked to participate in the research by filling out questionnaires. Children's behavior was significantly influenced by watching cartoons and there were both bad and good changes. The majority of children respond in the same manner they do when they watch adults conduct things on television and emulate them in their daily lives. The future scope of this study is to spread awareness about the major impacts of the Watching TV cartoons program on children's and how to save the children's from its bad impacts.

## KEYWORDS

Cartoon Characters, Cartoon, Children, Entertainments, Television.

## 1. INTRODUCTION

We live in a world that is increasingly controlled by globalization and technology. Despite the tremendous benefits that technology has offered, it has profoundly transformed our way of life. The style of living in Pakistan has changed dramatically. In today's world, both parents are expected to work in order to support the family's needs. When both parents are out from the house, a host of concerns arise, the most significant of which are bad behavior and the use of inappropriate language by children. A few decades ago, moms stayed at home with their children, and the children were reared in a healthy environment under the supervision of their mothers and grandparents. They had learned proper etiquette and other moral precepts from their forefathers and mothers. Children engaged in a range of physical and outdoor activities that improved their mental and physical health. Children are now often left alone in the house without the supervision of their

parents or other caregivers. The early years of a child's life are crucial because they have no notion of good or wrong, and everything they see or hear is ingrained in their brains. It has a direct effect on his physical, emotional, and psychological health. Television is their only form of amusement since they are confined to their homes. They have no one to stop them, so they spend the majority of their time watching TV[1], [2].

The most enticing part is the cartoon series. Cartoons have an impact on children's cognitive, intellectual, and language abilities. Several features in these cartoons incite hostility and violence. Furthermore, cartoons are shown in Pakistan in both English and Hindi. The vast majority of children like Hindi-dubbed cartoons. The words and accents used are very offensive, and children are picking them up at an alarming rate. The present study looks on how cartoons affect children's behavior and language. Since 1300 BC, cartoons have been around. Cartoons have long been a feature of all civilized societies and cultures. Egyptian civilization's first cartoons, which were a kind of mass communication in their own right. The cartoons have been depicted on Greek pottery. The Japanese culture, on the other hand, has created its own approach to cartoons. They were the first to imagine cartoons on a piece of paper that was far away. They use them to convey tales with the help of cartoon images. The American civilization created a "new language" as a result of technological breakthroughs. They combined both graphics and text, resulting in the acceptance of cartoons during this time period. Furthermore, in the early 1900s, modern cartoons debuted, ushering in a change in children's entertainment[3], [4]. In 2002, the Disney channel reported that it was broadcasting to 80 million homes in the United States at the time, accounting for around 75% of the total population. Similarly, people all across the globe have access to satellite and another television in their homes to watch cartoon shows. This has turned into a mental teaser. Because many children all around the world are becoming more glued to cartoons and television programs. Children are similar like clay. They are designed to fit in with the environment in which they live. They are entertaining because of the cartoon show. However, it may have an impact on both strategies for children. That has both good and bad implications. Children are prone to conflating cartoons with their own real life. The availability of open sources, such as playgrounds, has severely diminished children's capacity to stay in the home with their family as a companion, teacher, and entertainment, as well as the development of financial stress and relationships in families throughout the world[5].

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Excessive surveillance of cartoon shows has stifled children's physical activity in recent years. According to studies, many youngsters watch cartoons in the morning before heading to school, as soon as they get home after school, on weekends mornings and evenings, and they dislike the news, lengthy movies, and frightening images. Cartoons impact children's behavior and attitudes, such as their likes and dislikes, how they interact with their classmates, how they talk, and how they dress. It also has an influence on the language and dietary habits of youngsters. Children are conscious of their social bonds and consider how they have influenced their lives in both good and negative ways.

Children's cartoons are the most popular kind of entertainment. There are already a plethora of TV stations that show a variety of children's cartoons on a continuous basis. Previously, children spent their time engaging in outside activities such as playing with their classmates and participating in various games, but today they choose to watch their favorite characters on television and are stranded in front of their television sets at home for lengthy periods of time. In recent years, children have gotten considerably more interested in cartoons, and it has become their primary leisure. Typically, youngsters begin watching cartoons on television at the age of six months and become ardent watchers by the age of two or three[6].

In reality, viewing TV in moderation may be beneficial: public television can assist toddlers in learning the alphabet, nature programs can educate schoolchildren about animals, as well as Parents may keep informed about current events by watching the evening news. Without a question, television can be an excellent educator and source of amusement. Despite its advantages, watching too much television may be harmful: children who watch television for more over four hours per day are more likely to be overweight. When children see violent acts, they are more likely to react violently and believe that the world is unsafe and that something bad will happen to them. Television characters often participate in risky behavior, such as tobacco and alcohol, therefore their activities might perpetuate gender and ethnic stereotypes[3], [7].

The appearance of sexual content is one of the most undesirable components that might appear in a cartoon show. Under the pretext of humor and action, cartoon television has increasingly tended to feature tempting sexual themes. This post has a stronger impact on a child's brain than the advantages of making them smile. Managers concentrate on human anatomy to distinguish their product, raise the amount of humor, or depict action in Seduction & Harassment, a component of current cartoon humor. Early newborns' thoughts are drawn into the anatomy of the opposing sex by this sexual content[8], [9].

For youngsters aged 3-6, television takes on a greater significance. Little viewers begin to 'apprehend' what they see and receive knowledge in addition to watching television like previously. Parents are often unaware of the gravity of the issue. When parents are preoccupied with home matters or everyday duties, they select an easy approach to amuse their children. Children who are not supervised by their parents are prone to watching cartoons all day. Adults may be fully ignorant that their actions may have an influence on the psychological development of their children.

Technology is a necessary aspect of existence. Parents may also educate their children how to utilize smart media to make technology a healthy part of their lives. Preschoolers may use public television to learn the alphabet, grade-schoolers can use educational applications and games, and teenagers can do

research online. Too much screen time, on the other hand, might be harmful:

- Children who spend more than 4 hours a day watching TV or using media are more likely to be overweight.
- Children who watch violent TV are more likely to behave violently and believe that the world is unsafe and that they will be victimized.
- Teens who use violent video games or apps are more likely to be aggressive.
- Characters on television as well as in video games are often portrayed smoking and drinking, which are both harmful addictions.

That's why it's crucial for parents to monitor their children's media consumption and establish boundaries to ensure that they don't spend too much time in front of a screen.

## 2. LITERATURE REVIEW

Shazia Akbar Ghilzai et al. explained the Cartoon Programs Have an Impact on Children's Language and Behavior[4]. There are currently television channels that play cartoons 24 hours a day, seven days a week. It has a positive and negative impact on children's behavior. Cartoons are mostly viewed by children for pleasure (41%), action (23%), as well as learning (23%). 17 percent Kids who watch cartoon have a high level of language acquisition and intellectual abilities, but they may also be violent and aggressive with their siblings and classmates, according to the research. By spending more time in front of the television, some youngsters engage in anti-social behavior. Children imitate cartoons because they are too preoccupied with them in real life (70 percent). The substance of cartoons has an impact on children's moral and social ideals. Their gender differences, as well as those of their siblings, have been noted. While striving to be humorous, they occasionally engage in hostile behavior with their siblings. They try to behave like Tom and Jerry with their friends and siblings, but things go terribly wrong, and they lose their cool, culminating in a very unpleasant scenario. Children must not be left alone to deal with mental health issues.

R.G. Wijethilaka and T.S. Wijethilaka discussed about the impacts of Cartoons on children. Children's everyday habits include watching cartoons[10]. However, cartoons have both bad and beneficial impacts on youngsters. As a result, it's important to understand how cartoons affect youngsters. As a result, this study was done to investigate the impact of the cartoon on youngsters. This paper is based on a thorough review of the available literature on the effects of cartoons on children. Following this investigation, it observed that cartoons had a significant influence on youngsters. The majority of parents are unaware of the influence of cartoons on their children. The parents were taken off guard by the disparity in degrees of violence. Normally, youngsters do not comprehend that anything may happen in a cartoon, but this is not the case in real life. Children, on the other hand, are incapable of comprehending this. As a result, individuals are prone to acting in a dysfunctional manner. The influence of cartoons is both beneficial and detrimental. However, some research has shown that particular media populations are more vulnerable to media violence than others.

Shailesh Rai et al. explained the Behavioral, behavioral, and communicative changes in children as a result of cartoon programming[11]. Above the years, children's interested in cartoons has grown significantly, and it has become a key activity in some households. This has become an issue as a result of too

many youngsters viewing too many cartoons, which have been violent and addicting. Over the course of four months, September to December 2014, an observational cross sectional research was done on 200 children aged 5 to 15 viewing cartoon shows in Indore City using simple random sampling. For data collection, informed permission was obtained. A pre-designed, semi-structured questionnaire was developed to gather information from the children's parents. In the current research, 200 children were questioned, and 63 percent of those surveyed (among 200 children) aged 5 to 10 years old watch cartoon programs, with 72 males and 54 females. Children's lives are impacted by cartoon characters in more than one manner, as seen by their clothing, aggressive and violent conduct, and vocabulary. Children nowadays are influenced by cartoon characters in more than one way.

The writers attempt to explain and go through a study and review to explain the influence of cartoons programs on children in all of the reviews stated above. This study basically focused on the Influence of TV Cartoon Programs on Children and also explained its positive and negative impacts. This study also explain how the parents can observe the children and how to take an action to not watch cartoon programs more.

Research Question:

- How TV Cartoons programs Influence the children's?
- How it can effects on the health of children's?

### 3. MEHODOLOGY

#### 3.1. Design

The survey is used to do this research. Respondents came from various schools as well as different regions of Delhi. Survey research is one of the most important domains of measurement in applied social research. The interviews' main topic, which included open-ended questions. The term "survey research" refers to any measurement method that includes asking respondents questions. The focus of this study is on the impact of TV cartoon programs on children.

#### 3.2. Sample

Survey questionnaires are used to finish the data collection and processing. These questionnaires were created in order to obtain relevant information on individuals from various areas of India. Questionnaires are a low-cost approach to collect information from a large number of people. All of the information was gathered from a variety of sources, including an online survey form website. The data was evaluated using an online survey that was done using online forms. The study consisted of 100 respondents from diverse sections of Delhi who were invited to fill out questionnaires.

#### 3.3. Instrument

In this section, the researcher gathers data as well as the reasons behind TV Cartoon Programs' Influence on Children. The information was obtained through a questionnaire from multiple individuals from various sections of Delhi, as well as their

opinions on the impact of TV cartoon programs on youngsters. The report's plotting is aided by the following questions, and the elements have been improved to ensure their validity and estimation. The following research questions have been used to frame this investigation:

- How much time does your child devote to viewing cartoons on a daily basis?
- What is your child's favorite cartoon group?
- What aspect of a cartoon has the most impact on your child?
- To what extent are cartoon characters imitated when they are watched?
- Is he a cartoon character's ideal?
- Does your youngster have real-life fantasies?
- Does your youngster request that you purchase items related to their favorite cartoon character?
- Have you ever noticed that your child categorizes himself using the name of his favorite animal?
- Have you observed that your youngster is learning new languages?
- Is there a gender divide among the children?
- Has your child's moral perspective changed as a consequence of cartoons?
- Do you keep an eye on your child while he or she is watching cartoons?
- Is your youngster prone to antisocial behavior?
- Do you think today's cartoons are adult and filthy enough for youngsters to watch?
- Is it better for your kid to spend time indoors or outside?

#### 3.4. Data Collection

The data collection is displayed in Table, which exhibits the data at various phases. The information was gathered from a variety of individuals from various districts of Delhi. Also, consider their thoughts on the effect of television cartoon shows on children. The formulated data is shown in the tables below.

- According to the research, predominantly school-aged youngsters watch Tom & Jerry, Doreamon, and Oggy cockroaches and other programs (Table 1).
- Data based on purpose of children watch the cartoons (Table 2).
- Collection of data on the basis of Impact of Cartoon on children (Table 3).
- Respondents based on how much time spent Children on watching the TV Cartoon (Table 4).
- Impact of Cartoon on children based on their age groups (Table 5).
- Classification of the data based on the gender of the respondents (Table 6).

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**Table 1: The below Table Illustrates the Classification of the data based on Mosely watch TV Cartoons by Children**

<b>Favorite cartoons</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Tom and Jerry	22	22%
Ben ten	12	12%
Oggy & cockroaches	17	17%
Doraemon	21	21%
Chhota Bheem	28	28%

**Table 2: Illustrates the Purpose of the Watching Cartoons by Children's. Children like watching these cartoons in their spare time for a variety of reasons**

<b>Parameters</b>	<b>Respondents</b>	<b>Percentage</b>
Fun	38	38%
Learning	19	19%
Action	26	26%
Others	17	17%

**Table 3: The below Table Represents the Data based on Impact of Cartoon on Children. Most of the Children Suffer by Health Problems**

<b>Impact</b>	<b>Respondents</b>	<b>Percentage</b>
Impact on Health	46	46%
Impact on Learning	37	37%
Others Impact	17	17%

**Table 4: The Table based on Number of Hours Spend on Watching the TV Cartoons.**

<b>Time Spent</b>	<b>Respondents</b>	<b>Percentage</b>
0-1 hrs.	23	23%
2-3 hrs.	32	32%
3-4 hrs.	29	29%
5 and above	16	16%

**Table 5: The below Table shows the Impact of Watching Cartoons based on different Age Groups**

Age Groups	No. of Respondents	Percentage
Below- 2	21	27%
3-5	32	30%
6-8	23	22%
9-10	24	13%

**Table 6: The Below Table Illustrates the Collection Of the Data Based on the Gender of The Respondents**

Gender	Respondents	Percentage
Male	43	43%
Female	38	38%
Others	19	19%

### 3.5. Data Analysis

To assess the data, a google form survey was conducted to address the paper's topic and for the purpose of sampling. This will produce three separate sets of statistics that depict the Influence of TV Cartoon Programs on Children. After examining the data, it's critical to determine the influence of the TV Cartoon Programs on Children in Delhi. On the basis of above data 28% children watch Chhota bhem and 22% watch Tom and Jerry. Most of the children's (about 38%) watch the cartoons just for Fun and say about 37% watch for learning purpose. 46 % of Children's are suffer from health problems due to watching TV cartoons on most of the time. Time spent by children's to watch the cartoons channel, most of the children's watch 2-3 hr. /day (about 32%). The children's belongs to the age groups 3-5 years (30% of children's) are watching TV cartoons most of the time. On the basis of gender 43% male are watch TV cartoons and the percentage of male respondents are more than the Female respondents.

## 4. RESULTS AND DISCUSSION

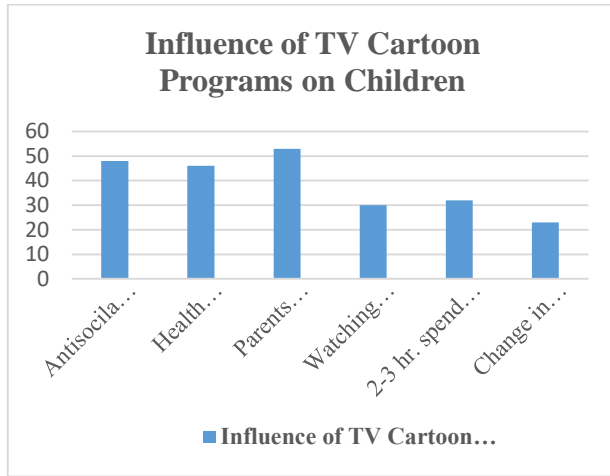
The Influence of TV Cartoon Programs on Children may be demonstrated in the above research. After analyzing the various results based on various facts in Delhi (India). The online survey was created using Google Forms and is separated into 15 distinct sorts of questions. Different data will be gathered and analyzed depending on these questions. However, some youngsters enjoy outdoor activities, particularly if they can play with their siblings or classmates. Over watching of cartoons and other cartoon-related shows on television has an impact on children's behavior and cognitive development. Doraemon, Tom and Jerry, Oggy, and the cockroaches are among the most popular cartoons among children. Others are also fans of Ben Ten, Dragon Ball Z, and other anime series. For a number of reasons, children like viewing

these cartoons in their leisure time. Cartoons have the capacity to play with children's minds. That is why youngsters are the most enthralled by cartoons and attracted to them. The bulk of cartoons depict pleasure and camaraderie as sources of fun.

It has been shown that young brains are drawn to cartoons because of the joy and amusement they provide. They also pick up new skills and acquire new languages as a result of these cartoons. Cartoons, in general, impact children not just in terms of Children like watching cartoons in their spare time for a variety of reasons. Cartoons have the ability to manipulate the brains of youngsters. That is why children are the most intrigued with and drawn to cartoons. The majority of cartoons portray pleasure and friendship as sources of entertainment. According to the children, Father has primary authority, while Mother is simply responsible for the home. It is ingrained in their minds that women are delicate and fragile, and that they need the constant presence of a male.

The guys, on the other hand, are powerful and self-sufficient. The second major finding we made is that when cartoons are shown in Hindi Tapori, they have a negative impact on kid's language development. For a number of reasons, children like watching cartoons in their leisure time. Cartoons have the power to influence the minds of children. That is why cartoons fascinate and attract youngsters the most. The bulk of cartoons present enjoyment and camaraderie as sources of amusement. After viewing TV, they act aggressively against their siblings. However, the influence of it diminishes with time. Figure 1 shows the major influence of the Watching TV cartoons program on children's.





**Figure 1: The above Figure Represents the Major Impact of TV Cartoons Programs over the Children's**

Animated cartoons have also a good social influence on youngsters. It serves as a key instrument for socializing and education. It has aided youngsters in expanding their knowledge of the world in which they live. It allows kids to learn about the ideals of their own country and culture, as well as the civilizations of other nations and children. Parents have utilized animated cartoons to babysit their children. They've also been employed to give youngsters with enjoyment and leisure. They aid in the discharge of stress and anxiety in youngsters.

## 5. CONCLUSION

Cartoon viewing is one of a child's daily activities that impacts his mind and conduct. For this purpose, we surveyed and interviewed a significant number of children and their siblings. Following this study, it was discovered that cartoons had a substantial impact on children's behavior. The majority of parents are unaware of the influence of cartoons. In fact, the disparity in levels of violence took the parents off guard. Normally, Children do not comprehend that anything may happen in a cartoon but not in real life. As a result, they often engage in destructive conduct. Cartoons have a beneficial and bad influence on people. Some studies, however, have shown that particular media populations are especially vulnerable to media violence.

The findings of this research reveal that children's who watch too many cartoons have a high rate of language acquisition, as well as Conduct that is hostile and violent against siblings and peers. Young individuals have also shown that they can tell the difference between genders. Antisocial behavior is also common among children who prefer to sit in front of the television. While aiming to be humorous, they do indulge in some hostile behavior with their siblings. Parents should monitor their children's cartoon watching habits. Cartoons that are violent and aggressive may have an impact on children's conduct. While cartoons may help children learn new words and expand their cognitive ability, excessive watching can lead to antisocial behavior. Although

children must be supervised on a daily basis, keeping an eye on cartoon material and children's behavior on a frequent basis is also important.

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