



Impact of Cartoon Channels on Children of West Bengal during Covid-19

Dr. Ratul Datta^{a*}, Prof. Dr. Tapati Basu^b, Debolina Sarkar^c

^aGuest Lecturer of University of Calcutta, Dept of Journalism and Mass Communication, 87/1, College Street, Kolkata-700073, West Bengal, India

^bRetired Professor and Ex-HOD and Ex-Dean of University of Calcutta, 87/1, College Street, Kolkata-700073, West Bengal, India

^cM.A. 4th Semester Student, University of Calcutta, Dept of Journalism and Mass Communication, 87/1, College Street, Kolkata-700073, West Bengal

ABSTRACT

Children have become more exposed to electronic media, particularly television, over the course of the twentieth century. As a result, it is essential that cartoonists be more thorough and cautious when designing. The cartoons based on children's psychology The children not only observe but also participate. They imitate everything they see in cartoons. The absence of both parents from the home causes a variety of issues, the most serious of which are children's bad behaviour and use of inappropriate language. The analysis has been done on the 5 popular cartoon channels and the 5 popular cartoon Shows of each channels. Chhota Bheem from Pogo, Ben10 Ultimate Alien from Cartoon Network (CN), Motu Patlu from Nick, Oggy and the Cockroaches from Sony Yay, and Doremon from Disney. Cartoons are one of the children's daily habits which sculpture his mind and behavior. For this purpose, this study surveyed on children and their parents and taken an interview of an Psychologist. According to the findings of this research children spent most of their times to watch cartoon. They watch the cartoon channels and cartoons according to their choice. Rather than going to school they prefer watching cartoon at home, and some children also enjoy viewing cartoons in the classroom.

Keywords: Cartoon, Covid 19, Children, Psychology, Chhota Bheem, Pogo, Ben 10

1. Introduction

Children have become more exposed to electronic media, particularly television, over the course of the twentieth century. As a result, it is essential that cartoonists be more thorough and cautious when designing. The cartoons based on children's psychology The children not only observe but also participate. They imitate everything they see in cartoons. The absence of both parents from the home causes a variety of issues, the most serious of which are children's bad behaviour and use of inappropriate language. Mothers used to stay at home and raise their children in a healthy environment a few decades ago. Environment supervised by mother and grandparents they had learned appropriate behaviour and other moral values passed down from family elders. Many physical and mental activities were undertaken by children. Outdoor activities had many positive effects on children's minds and health.¹But now Children are mostly left alone in the house without the supervision of their parents or their guardians or their grandparents or other senior relatives.

1.1 Child Psychology

Child psychology, also known as child development, is the study of children's psychological processes, particularly how they differ from those of adults, how they develop from birth to the end of adolescence, and how and why they differ from one child to the next. Developmental psychology encompasses this topic as well as infancy, adulthood, and ageing. Jean Piaget, was a psychologist whose great sympathy for children and keen observations of how they cope with the world established him as a key figure in the development of modern child psychology.

1.2 Colour Discrimination

Numerous studies have concluded that lighter skin preferences in India were historically linked to both the Indian caste

* Corresponding author, ratulwbgovica@gmail.com, Contact No-(+91) 83350 36734

system and the rule of Persian, Mughal, and European powers. The influence of Hinduism must also be considered. The Hindu social hierarchy emphasised that those from higher castes had lighter skin tones than those from lower caste. As a result, they are advantageously aligned in society. Colorism in India was also fueled by European attitudes toward Indians, who favoured lighter-skinned people over darker-skinned people for administrative and other prominent social positions; in turn, power was conceptually linked to lighter skin colour. Rich people in India often have fair skin due to less exposure to the sun.



2 Animation and Cartoon are correlated

The word animation is also related with cartoon. Animation is a method which convert the still images to moveable. Using these movable cartoon images many TV channels started to telecast cartoon programmes. And these channels are dedicated to kids. The world’s earliest animation show was The Flintstones created by William Hanna and Joseph Barbera which was first aired on ABC television network USA in September 1960 and ran until 1996. After that the world’s most common cartoon channel Cartoon Network (CN) launched, which was dedicated to kids. Ted Turner bought Hanna-Barbera Productions, an animation studio in 1991. After that Cartoon Network was founded in October 1992 at CNN Center, Atlanta, U.S. In India the first kids channel Cartoon Network launched on May 1, 1995. Gradually many more cartoon channels were launched like Pogo (January 1, 2004), Disney (December 16, 2004), Sony Yay (April 18, 2017), Nickelodeon (October 16, 1999) etc.

Cartoon Network India (Cartoon Network India)

SUBSCRIBERS	VIDEO VIEWS	VIDEO COUNT	COUNTRY	CATEGORY	YOUTUBER SINCE
2,620,000	1,930,234,076	1799	India (IN)	Film & Animation	2009

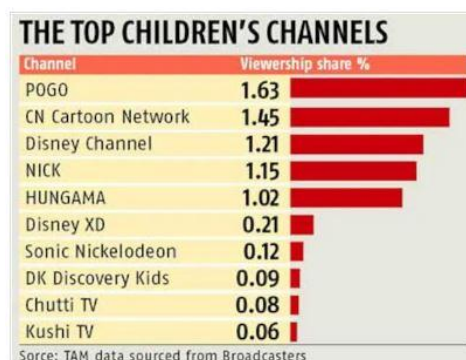
3. Impacts of Cartoon on children

a) Cartoons have a favourable impact on youngsters, especially educational cartoons that teach shapes, numbers, and colours. These cartoons may teach youngsters basic concepts in a fun and participatory way, making learning a pleasurable experience.

b) Watching cartoons helps youngsters develop their imagination and creativity. Your youngster will be able to generate fresh ideas inspired by certain cartoons and create new stories or artwork based on the cartoons he sees.

c) Children spend the majority of their free time watching cartoons. As a result, they become distracted from their studies, which negatively impacts their academic performance. Every parent whose children are avid cartoon viewers is concerned about this.

d) Their outdoor activities and games have been drastically reduced. All credit goes to the growing popularity of cartoons. It's affecting their physical health. They are becoming obese and sedentary.



4. Aims and objectives

The aim of the research is to show how the cartoon channels are creating good and bad impact on children of West Bengal.

- a) To find out everyday time spent for the cartoon at the time of Covid 19 pandemic
- b) To find out the impact of cartoons on children education at the time of pandemic
- c) To find out whether cartoon channels are promoting foul language
- d) To find out the colour discrimination and body shaming of cartoon on kids

5. Literature Review

Aditya Sharma , Dr. Chanchal Sachdeva Suri -- Effect Of Cartoon Programs On Language And Behaviour Of Children -- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(6). ISSN 1567-214x (2020). This research is based on the area of Krishnabihar Pathankot(Punjan). It revealed the language and behavioural changes of children because of cartoon. It was also found that children's antisocial behaviour because of watching too much cartoons. They always like to watch cartoon rather than playing games and studying. The study also revealed cartoon improves the observation powers of children. They also learn new languages like hindi, English, many also regional languages, and children also learn about the moral values from cartoon and some cartoons also promote healthy food habits. And in the other hand this study showed cartoon as the main reason of a child's education distraction, violence, aggression, gender biasness and the health issue.

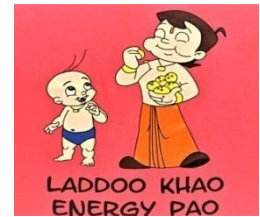
Derya Atabey - Cartoon: A Profound Outlook Within The Scope Of Children And Media (11 November 2020). This research has been evaluated the cartoons and the media from the perspective of teachers. The study consisted of 46 cartoon parts evaluated by 24 preschool prospective teachers. The content of this study is the child and media. The study shows the positive, negative features of the cartoon heroes, positive and negative impact of cartoon on children, subliminal messages, and the personal views and recommendation from the teachers perspective which they have analysed. The cartoon watched by the children the most correspondent to the literature, where evil, harm, violence and aggression are generally combined with positive characteristic features and prosocial behaviours are shown to be sympathetic, which could be the negative effects on children. According to the teachers recommendation some contents of the cartoons should be changed. Otherwise those contents create a bad impact on childhood.

Jaya Bharathy S - A Study On The Effect Of Television Cartoons On Children. Nowadays, cartoons are the most popular kind of entertainment for children. Children enjoy viewing cartoons every day, according to 80% of the population. As a result, analysing the substance offered in the cartoon is more vital. Children try to copy their favourite cartoon character by imitating the character's feats, speaking in the character's voice, and so on. 57 percent of kids try to imitate their favourite cartoon the most. In rare situations, cartoons can also be used as a source of information. Furthermore, they have a proclivity for inciting aggression among minors. The violent nature in cartoons causes approximately 43% of children to become agitated.

6. Research Methodology and Content Analysis

The analysis has been done on the 5 popular cartoon channels and the 5 popular cartoon Shows of each channels. Chhota Bheem from Pogo, Ben10 Ultimate Alien from Cartoon Network (CN), Motu Patlu from Nick, Oggy and the Cockroaches from Sony Yay, and Doremon from Disney. These channels and the cartoon programmes have been selected based on their popularity. And these channels telecast these cartoon shows in Hindi language. Only the Hindi language cartoon channels

have been selected because Hindi is the National language. Though the research has been done on the every district of West Bengal and Bengali is the main official language of this state. But basically this research is on Hindi cartoon channels. So, this study also explores the popularity of Hindi language and Hindi channels and also their shows in West Bengal. From each district, excluding the capital city Kolkata, 10 persons were chosen from each district. So, total no of respondents are $22 \times 10 = 220$ and from Kolkata, 30 respondents were chosen. So, total no of respondent was 250 in this research work.



6.1 Chhota Bheem

Chhota Bheem has some beautiful characteristics like humbleness, honesty, hard work, confident these give the children good lessons. This character also portray the role of a good leader. How a leader manage his team confidently from the front. And how family and friends both are important to us. This cartoon also teaches before taking any decision we should always consult that with our family and friends. Bheem also work for his king of village, friends, country and without any selfishness. This cartoon also tell that our environment is how much important to us. He portray always the individual skills and the talents are not sufficient to achieves the higher goals.



6.2 Ben10 Ultimate Alien

Ben 10 Ultimate Alien this cartoon is generally is based on war. There are too much fantasizing characters like Alien. So, if violence is a factor or major issue then this show is not good for kids. In every episodes this promote violence. And creates a bad impact on kids.

6.3 Motu Patlu

One side this cartoon shows the bonding between two friends but this also show the Motu's craving of Samosa. For this reason he always steals the samosa from the local vendor of the town. This characteristic of Motu create a bad impact on children. And this programme shows that after eating samosa Motu gain more strength and power temporarily. And this also promote the junk food. Even almost every episode character Motu use two tag lines which are "Rats are running in my stomach" and "Eat samosa and drink chai". Samosa and Chai both are not good for a child. This is a very serious issue of this cartoon.

6.4 Oggy and the Cockroaches

Oggy and the Cockroaches is also a comedy cartoon show. Here the cat is Oggy who like to enjoy his day by watching TV and eating. And the cockroaches are Joey, Deedee, and Marky constantly attack the cat Oggy. In some episodes this cartoon shows some adult scenes like kissing and loving, romanticism. And this also shows the jealousy. Which are not a good message for the children of this age.

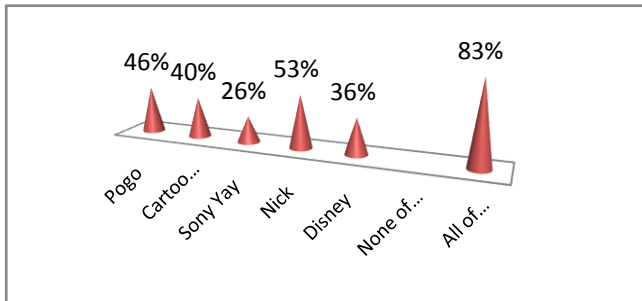


6.5 Doremon

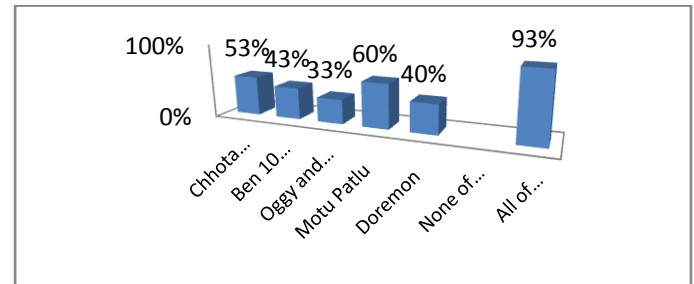
Doremon is the main character and he is a robot of 21st century. A Young boy Nobita sent back Doremon in time to help his grandfather Nobita. Nobita is a character who cannot do any work properly by himself. He always use the gadgets of Doremon to full fill his work. He has a group of friend Gian, Sazuka, Sunio & Dekisugi. This content always shows Nobita always get success with the help of gadgets of Doremon not by the effort of himself.

7. Survey Analysis

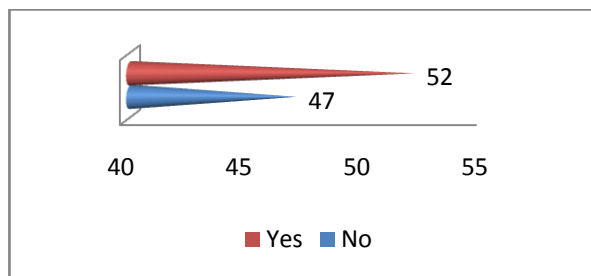
RQ-1 What is / are your favourite cartoon channel?



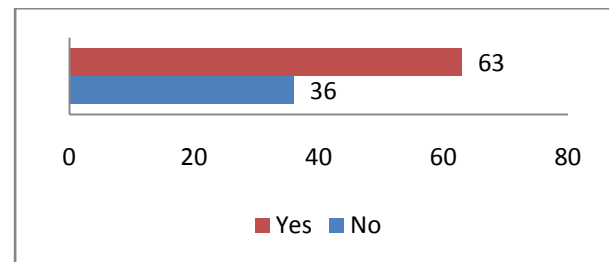
RQ-2 What is / are your favourite cartoon?



RQ-3 Have you learned any language from cartoon?



RQ-4 Have you ever scolded at the school or to the parents for that language?



8. Conclusion

According to this children survey The survey proves that the cartoon has a major position in children's life. Everyday the children like to spent most of the time by watching cartoon. They watch the cartoon channels and cartoons according to their choice. Rather than going to school they prefer watching cartoon at home, and there are some children who also like to watch cartoon in the classroom. They learn new languages from cartoon. But sometimes they also get scolded for that. That proves that some of those languages which they have learnt from the cartoon are not good. By watching cartoon children also learn bullying. According to this parents survey the cartoon has a position across a lot of places in the child's mind. Children fantasize themselves with the cartoon characters, most of the time they utilize by watching cartoons. At the time of studying children they insist to watch cartoon on Tv. They learn new languages but every languages which they learn all are not acceptable. Cartoon is the another reason of child's behavioral changes.

Every child deserves to be entertained in a healthy manner. These selected cartoon channels which they show as their contents those have very bad impacts on children of Kolkaata. Cartoons are one of the children's daily habits which sculpture his mind and behavior. For this purpose, this study surveyed on children and their parents and taken an interview of an Psychologist. According to the findings of this research children spent most of their times to watch cartoon. They watch the cartoon channels and cartoons according to their choice. Rather than going to school they prefer watching cartoon at home, and some children also enjoy viewing cartoons in the classroom.

REFERENCE

1. Abraham, G., Mohamad Basheer, B., Sudhakaran, S., Babu, R., & Basheer, B. (2021). A Study to Assess the Impact of Cartoon on Developmental Domains of Communication in Children Aged 4 to 6 Years. *International Journal of Health Sciences and Research (Www.ijhsr.org)*, 11. s

2. Atabey, D. (2020). Cartoons: A Profound Outlook within the Scope of Children and Media. *International Journal of Research in Education and Science*, 7(1), 93. <https://doi.org/10.46328/ijres.1663>
3. Bharathy, J., & Student. (2020). Issue 3 www.jetir.org (ISSN-2349-5162). *JETIR2003214 Journal of Emerging Technologies and Innovative Research*, 7. <https://www.jetir.org/papers/JETIR2003214.pdf>
4. Hassan, A., & Daniyal, M. (2013). Cartoon Network and its impact on Behavior of School Going Children , A case study of Bahawalpur, Pakistan. *Www.academia.edu*.
https://www.academia.edu/59477904/Cartoon_Network_and_its_impact_on_Behavior_of_School_Going_Children_A_case_study_of_Bahawalpur_Pakistan