



## Cartoon's Content and their Impact on Children's Psychology

Muhammad Ahmad Sheikh <sup>1</sup>, Ali Ab Ul Hassan <sup>2</sup>, Noor Mohsin<sup>3</sup>, Basim Mir<sup>4</sup>

<sup>1</sup> Assistant Professor, School of Creative Arts, The University of Lahore, Pakistan.

Email: ahmed.sheikh@soca.uol.edu.pk

<sup>2</sup> Assistant Professor, School of Creative Arts, The University of Lahore, Pakistan. Email: ali.hassan@soca.uol.edu.pk

<sup>3</sup> M.Phil. Scholar, School of creative Arts, The University of Lahore, Pakistan. Email: noorgillanipk123@gmail.com

<sup>4</sup> Assistant Professor, School of Creative Arts, The University of Lahore, Pakistan. Email: basim.mir@soca.uol.edu.pk

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### ABSTRACT

Cartoons and animated world of feature films absorb a considerable amount of a children's viewing time and undeniably questionable in terms of their content. The objectives of this study is to investigate the impact of cartoons on children's behaviour. Researcher used stratified and purposive sampling techniques for analyzing the conduct of children. The focus group encompassed of 92 children. This study covers those cartoons which are shown in Pakistan or in dubbed in Pakistan. The study also covered the Free Animation Movies available on YouTube. For fulfilling the purpose of this study, the researcher used focus group, age 6 to 10 from different cities of Punjab. Using purposive sampling, the selected groups of children were shown cartoon animation movies. The findings of this study suggests that the cartoon animated movies effect on the children differently. Researcher observed cartoons and specific characters have a dark side that seriously harms a child's social and mental development. This study also examines how the psychology of school-age children is affected by the Cartoon Network, and how this affects not only their conduct but also their ability to persuade their parents to buy accessories featuring posters of their favorite cartoon character.

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Corresponding Author's Email: ahmed.sheikh@soca.uol.edu.pk

## 1. Introduction

Watching cartoons is among children is a growing phenomenon and this trend is growing towards extreme level. We are living in a world of technology and modernism. No doubt, technology has changed our lifestyles. In today's world, both parents do job to manage household expenses. In result, parents don't pay attention on their children and they became spoiled. Few years ago, mothers used to stay at homes and cook food for their children. They keep check on their child's activity and actions and in result, children know how to pay behave in front of elders. However, now the children stay in their home without the supervision of their parents or grandparents. The early age of children is very critical because they cannot distinguish between right and wrong. The source of entertainment for children at home is Television. Whatever they watch on TV engrave in their mind. Cartoons directly affect children psychologically. As a result, children lose their temper very quickly and are unable to communicate with others. Mostly cartoons promote violence and aggression. In Pakistan, cartoons are in English or dubbed in Hindi. The impact on bad contented cartoons on children are very horrible. While watching bad contented cartoons, children imagine themselves according to their favorite character and wanted to live as according to character's life. Electronics have become a part of our lives. When a baby is born, it's a blank slate. What we write becomes their future. So it is up to the parents to become their teachers and guide them to the best life. Children are affected by viewing these cartoons their language is mostly affected, nowadays they do not have tolerance in their nature, buying the cartoons characters is the hobby of every children in a society no matters how much expensive the product is.

They have started learning the Hindi words and use these words in their daily life. Even kids have started buying products and gadgets like Doraemon, Ben10, and Pokémon and have created their own fantasy world (Wakefield, 2000).

Watching cartoons that depict violence can lead children to become violent in real life. As a result, children believe that no one can get hurt or need to feel pain because the cartoons show uninjured characters like Tom and Jerry, the road runner, Oggy and the cockroaches bumping into each other and often causing each other to fall from heights without any result. Children frequently idolize their favorite cartoon character and strive to be just like them. Frequently, the idol character of children may be misleading role model for children, who promotes bad habits and act insensitively towards other people. This type of cartoons may impact badly on children psychologically. Children form strong social connections as a result of the ideas in the cartoons they like watching. Children like watching cartoons on television, which is a well-known media. The media is always producing new cartoons. These cartoons depict violence and rude conduct. Children are unaware of the dangers that these cartoons and content pose to them. The study looks at how youngsters are impacted by bad-contented cartoons and what effect this has on their conduct. Cartoons, particularly in early childhood, play an important role in the development and destruction of a child's personality. Because youngsters like dressing up as their favorite cartoon super hero figure. They try to imitate and reproduce the actions of his favorite cartoon character.

Watching cartoons is one of the most important things in a child's life. This activity is very effective in the development of the child's behavior. Some researchers believe that parents should watch cartoons with their children to control and filter out the inappropriate actions (Psycho, 2020). Today, cartoons are very common among children for their extraordinary style and expressions. They also have an incredible impact on young people's mental health and behavior (Habib & Soliman, 2015). Children have been watching cartoons since years and now they are addicted to it. This has become a problem because many children watch those cartoons which shows violence. Watching cartoons has a significant effect on children's behavior. Most children behave as they watch characters doing actions on the TV and follow them in their daily lives.

### **1.1. Social Media**

Social media is very fast and furious way to get any kind of contented videos and information. YouTube is considered as a social media platform and it is also second most searched engine in Google. YouTube is used to search videos by younger generation. YouTube is a recognized a social media platform. It has the key features of like user-generated content, interaction, personalization, networking, and the potential for viral content. It is also second most searched engine in Google. YouTube is used to search videos by younger generation. YouTube is an important part of social media where all kinds of news are uploaded in the form of videos. Animated cartoons are also available in it. Children love to surf on you tube for their need and gratification (Usages and Gratification Theory by Elihu Katz and Blumler) proved it. Children preferred to watch cartoons more on YouTube as compare to TV. YouTube have not any kind of censorship to detect bad content and uncensored videos. Few years back, YouTube had launched another app named YouTube kids, where children can watch good contented cartoons and can also watch videos which contains moral stories. Which can help children to gain more information according to their age and culture.

### **1.2. Background of the Study**

In 1915 to 1916 Dudley Buxton and Anson Dyer producer a series of 26 cartoons which contains different topics. It was produced during World War 1. It was published as the John Brown's animated sketchbook. In 1920 to 1928, Disney cartoons and Mickey Mouse series was released. The study has proved that at a very young age children were used to play with toys. In 1950 to 1954, Disney introduced its anthology series (Series or sequence of Motion Pictures), after that children were addicted to TV. It has been seen that today a large number of children are being impacted by what they watch on TV. There are numerous examples available that children are getting violent after his/her interaction with TV. Due to bad and negative content has been shown in cartoons, kids became mentally aggressive, they become emotional, and they started to live in a fantasy world and every time they deny the reality. Today, large number of children have been suffering from mental disorder just because of the

unwanted and problematic content shown in cartoons. To have consistence and valuable evidence, this study is set to work into the impact and development of the cartoon's content. Psychological effects of violence in cartoon impact the children and the start imitation of violence in their personal lives (Bhatti & Hassan, 2014).

Over the years, children interest in cartoons has grown significantly and it has become primary action for some lives. This is became a concern since many aggressive and addictive behaviors have developed in children who watch excessive amount of cartoons. Children are heavily influenced by an idiot box known as television. Though TV shows are entertaining, they may have an impact on children both positively or negatively. Children are like clay, and they are shaped as according to the environment in which they are raised. TV shows automatically became the part of the environment which influences the growth and development of children. Since the late 1800s, when the first motion pictures were shot, cartoons have been a part of film history. A cartoon is a film created using animation rather than real actors, typically aimed for children (Thompson, 2010). Children draw strong social connection by the idea from the cartoons they like to watch. TV is the famous medium in which the children love to watch cartoons. Media is constant in making new cartoons. Those cartoons contain violence, disrespectful behavior.

### **1.3. Problem Statement**

Watching cartoons is most favorable activity for the child. Searching for good contented cartoons is very difficult task for parents. Children's experience of watching bad contented cartoons merges the parts of their mental health progression like character assassination, feeling intense, dream and reality. Watching terrible content for a long time which contains enemy, strange techniques for fighting, effects the experiences of doubts for young people. For example, extending in negative approach to acting and emotions and started living and thinking in imaginary world and denies the reality.

### **1.4. Rationale of the Study**

This research will be helpful in many ways. The purpose of this research is to point out the bad content produced for children and their negative impact on children's behavior. Firstly, it will be helpful for the producers who are trying to produce a good contented cartoons for kids. Secondly, it is also being helpful for the parents who watch their kids getting aggressive and emotionally unstable day by day. Parents plays a significant role in making a child's personality. It has been proved that most of the parents don't keep check on their children and allow them to watch whatever they want to watch and in result children became aggressive and mentally unstable. It will help parents to keep check on their child's daily activity and in case they found their child doing inappropriate action or use bad language, they can easily detect the reason of it. This study will also build a strong and trustful relation between parents and their children.

### **1.5. Objectives of the Study**

1. To analyze the effects of Cartoon shows in personality developing and behavioral adaptation of minors.
2. To analyze the explicit factors in cartoon shows that are attracting minors at most.
3. To explore the digital platform/ (s) streaming these cartoon shows and their censorship policy.

### **1.6. Justification of the Study**

Nowadays, unpleasant material is depicted in cartoons in the name of modernity. Which might cause a youngster to doubt his or her upbringing, abilities, style of thinking, manner of life, and faith. Characters in cartoons who portray negativity and violence as heroes might instill skepticism in the kid's comprehension of his or her existence, causing the youngster to overreact and begin to live in an imagined and fictitious world. When a youngster begins to misbehave with others, he or she becomes aggressive. Some studies have shown that some cartoon characters use clothes and gestures to portray sexuality and violence. Cartoons with inappropriate material are far more hazardous to youngsters than anything else. They contain the type of material that might perplex a youngster regarding his current situation (Ahmad, 2018).

### **1.7. Research Questions**

1. Whether or not cartoon shows effects the personality development in children?
2. If yes, to what extent do they effect the personality development in children?
3. To what extent children are adapting their favorite cartoon characters?
4. Which factors are more affecting the minor's personality i.e., dubbed language, violence, explicit graphic, etc.?
5. What digital platforms are contributing access & streaming of these cartoon shows to minors?
6. Are the age group restriction policies and filters by these platforms streaming the accurate rated content to children?

### **2. Literature Review**

As the audit was highlighted investigating unintentional learning among youth watchers of Doraemon movement in Pakistan along these lines, the experts used both substance assessment and study methodologies. Content examination is a constantly used procedure to focus on media texts (Wimmer Roger & Dominick, 1991). According to A. Hassan and Daniyal (2013) 80 percent of the energetic Pakistani crowd individuals named activity as their #1 TV program. Despite the way that beginning around 2002 there is a flow of private TV stations in Pakistan yet very little local substance is being made for needs' enjoyment of the young watchers. Subsequently, this vacuum is filled by new TV openings, especially by the Indian Hindi-named child's shows. Different TV spaces in Pakistan broadcast Hindi-named child's shows. These activity channels are the basic point of convergence of young people's thought, (Mahsud, Rawan, & Yaser, 2009). Representation of children in media and press are very limited and only focusing on the physical issues like child abuse and child labor. Media is not focusing on the psychological impact of media and press representation (A. A. U. Hassan, Javed, Fazal, & Arshad, 2022). Children under five years spend a more prominent piece of their time ordinarily in sitting before the TV content. Disclosures of a survey drove by Neilson Company in 2009 showed that youths in the age bundle long haul spend on ordinary three hours and 55 minutes every day in gazing at the TV. Research suggested that Urdu language was getting undesirable additions from the Hindi dubbed Indian child's shows. This unintentional learning of obscure tongues is a sort of friendly interruption. In the first place, watchmen and basic other will track down the investigation revelations incredibly important, as they will be better ideal to be specific of such child's shows their wads watch. Again it will go about as a wellspring of viewpoint point for other researches on the effect of movement advert on young people. Finally the disclosures of this assessment work will help adolescents with checking the positive and negative repercussions of the child's shows they watch. Kids not simply notice acts being depicted in the TV activity programs rather they also imitate and even learn whatever they notice in the child's shows (Maqsood & Amer, 2014).

With the advancement of TV, variety in fulfilled and classes, and fulfilling the necessities of children watchers, the typical time American adolescents which they spend before their TV screens furthermore extended. For sure, even children under five years spend a more prominent piece of their time ordinarily in sitting before the TV content. Disclosures of a survey drove by Neilson Company in 2009 showed that youths in the age bundle long haul spend on ordinary three hours and 55 minutes every day in gazing at the TV. Canadian and Australian posterity mature enough assembling 2-11 years spend more than two hours of the day in TV watching, while British posterity of a comparable age pack gaze at the TV for 2 and a half hours every day (Smith, 2011). Television seeing time of Pakistani young people isn't especially not exactly equivalent to that of various countries. Pakistani children go through two hours and 48 minutes in audit TV every day. "The progression of remote transmissions in Pakistan during the Musharraf framework occurred into the underpinning of a phenomenal number of private TV stations in Pakistan. These stations other than other substance also broadcast activity programs. These movement programs join action/Dramatic Cartoons: Ben 10, Avatar and Kung Fu Panda; engaging compartments: Tom and Jerry, Loony Tunes; Educational Cartoons: Dora the Explorer, Go Diego Go; Social Cartoons: Barney and Friends, and Sesame Street, etc. These movement programs are either presented in English or in Hindi and have serious effect on children psychology.

The level to which different sorts of characters are involved in violence is one of the core components of television measurement within content analysis research. Two of the five

components of Gerbner and his colleagues' Violence Index tool for quantifying violence on American prime-time television drama output were the level of character engagement in violent episodes as aggressors or victims, killers or murdered. Gerbner (1972) argued that the distribution of characters in television drama programmes, as well as the extent to which different types of characters become more involved in violence and the nature of their involvement (i.e., as aggressors or victims), carry important meanings for different types of people in terms of chances and risks in real life. Who commits and who suffers what type of violence.

### **3. Materials and Methods**

Method of sampling: Explain how children were selected and why various cartoons were analyzed. Discuss any sample method limitations or biases to verify the validity of your findings done. This study is done on the bad content and their impact on children. Without parental supervision, children become more independent in watching cartoons of their own choice. Television cartoons are usually made under the storyline of fiction and certain themes. Mostly characters and situations in the cartoons are fictional. The researcher used content analysis technique to find the objectives. The chapter has furnished the research style, research tools, population, and data analysis process. As per researcher observation and from different studies the children from urban areas like cartoon like Doraemon and Chota-Beam who manage think in short span of time. The children who lives in village like to watch animated film/cartoon, Elsa of Arendelle and Anger Bird as they want to keep their areas clean and like to fight with enemies. A population is the whole group about which you draw conclusions. In this study, the researcher will assume that the bad contented cartoons that is shown on TV and children like to watch them on daily basis are the part of Research Population. The population for this research will be those cartoons which are frequently shown on TV. Such as, Oggy, Doraemon, Tom and Jerry series, Chota Bheem, Masha and the Bear etc.

#### **3.1. Sample Size**

Sample size is the most essential part of the study. Researcher selected following Cartoons which contains bad content.

- Doraemon
- Oggy and the cocroges
- Tom and Jerry
- Masha and the bear
- Chota Bheem

#### **3.2. Sampling Technique**

To collect the data in the research while selecting a certain group to gather data is called Sampling Technique. Some of the cartoons are selected because they are showing bad content to children. While showing bad content, those cartoons are spoiling children and their behavior towards life. This technique was more appropriate to fulfill the purpose because the purpose of the study was to explore the impacts of the bad contented cartoons on child's life and on his behavior

### **4. Data Analysis**

The data has been analyzed via 3 steps. For example, setup, conflict, resolution.

- Setup: The first step is setup. In which, all the main characters and their objectives are introduced briefly. For example Nobita from Doraemon seems to possess the qualities of creating and solving problem. In fact he has INFP personality. He is type, character to take spontaneous steps and then struggle to resolve it, if trapped. At the same time he is character of perceiving nature. This creates interest in children to see what will happen next.
- Conflict: The second step is conflict. In which the problem within the character or with the character is introduced. For example, in Doraemon, Nobita always tries to impress Shizuka, because he is jealous of Daikisugi's intelligence. The conflict in the story line

of Doraemon is Nobita. Because he thought without Doraemon, he cannot do anything, or get anything in his life.

- Resolution: The third step is Resolution, where the cartoons finds the solution of the problem or gets whatever he/she wants. Doraemon is a robot cat who is created to help to help a boy named Nobita Nobi. Doramon uses a gadget to solve a problem for Nobita, but Nobita goes too far and ends up being punished and learning a lesson. But in real life they are showing the wrong side of life to the children, which can easily destroy a child's future.

#### 4.1. Research Design

We selected children and made different groups for data collection. The study reveals the impact of cartoon contents on children. For fulfilling the purpose of this study, the researcher selected 2- focus groups based study of age from 6 to 10 from different regions of Punjab (One from Urban area, ie Lahore and One from samundri a village near Jaranwala Dist. Faisalabad. We showed the movies of characters of cartoon animation in front of children. The age ranges are 6 to 10-year-old child who are keen interested to watch cartoon. We used purposive sampling in some scenarios which is non probability sampling method. No already collected data was available in record from that regions, for actual and real data collection, we used focused group techniques which is used in qualitative research for facts. This is direct observation technique.

#### 4.2. Demographics with Age Group of Children

Following children are taken with this percentage:

**Table 1**

Age of children (years)	Frequency (f)	Percent
6	24	26%
7	14	15%
8	18	20%
9	8	9%
10	28	30%
Total	92	100%

#### 4.3. Games Analysis by Focus Group

##### 4.3.1. Focus Group

For the focus group, Researcher gathered the children of different age groups in a certain place. Where they can sit comfortably and enjoy the ambiance while interacting. Researcher handed over some snacks and juices to the children and start showing some clips of different Doraemon, Chota Bheem and Tom and Jerry are considered to be one of the most popular cartoon of all time and is quite popular in children's living in urban areas one like Lahore. So the 5 children of age group 7-10 from NFC, Wapda town, Lahore were shown above three cartoons.

### 5. Cartoons selected for Study

#### 5.1. Doraemon



Firstly, Researcher show some clips from doraemon and asked questions about the clips. Children answered differently. One of the child said that "the Nobita is my favorite character because he gets what he wishes for". One of the child said that he also needs Doraemon to do his school homework. This shows that the children watching doraemon are getting lazy because they wanted someone like doraemon to complete their homework. In

future, these children will face major problems related to life and work. When the researcher asked about the other characters, one of the child said that "he likes Shizuka and nobita's couple and whenever doraemon and nobita goes in future through time machine I wished to use that time machine and want to see my future wife". One of the child said "he likes control, because he's so powerful and can easily beat everyone". This shows that watching doraemon can harm the mentality of children. Because in future, they will fight with others. Or can harm themselves or others whenever they didn't get what they wished for. One of the child said that "I don't like nobita and gain's mother because they both beat their children and they always interrupt in their lives. It leads to be the bad impression, considering mother as an enemy. When the researcher asked about the sunyo and his character in doraemon, one of the child excitedly said "Sunyo looks like a fox. His nose and face reminds me of fox". This shows that the children who watch doraemon starts to make fun of each other by the looks or weight. In future, these kids will face issue in their life. No one will like to be their friend because they started to make fun of others.

## 5.2. Chota Bheem



Secondly, Researcher shows Chota Bheem cartoons, it is basically an Indian cultured cartoons, which contains the massive usage of inappropriate language. When the children watched chota Bheem, in which the old lady walked into the village, one of the child suddenly shouted Khoosat Budhiya and all the children start to laugh and make fun of her. One of the child said in urdu " Yeh ko Budhi Bari Chalak Loomri hai". Which shows that this cartoon is teaching children not to respect elders. Watching these type of content will spoil them. They will be unable to differentiate between right and wrong. Such cartoons not only spoil the children's language, but in the future they lose their sense of humor and become rude. Secondly, these kind of which contains different culture and rituals, will make our youth against our culture. Because, children will forget about their culture and religion and started to act like their fav character. When the researcher shows the clip of chota bheem eating laddu and fighting with jis enemy. Children shouted "we want laddu". This means whatever the favourite character eats or wears, Children wants to adopt each and every part of it. They wanted to live in a fictional and fake world. As a result, children will not accept the reality and wanted to live in a fake world. When the researcher asked the children about the place "Dholakpur", where Bheem and his friends gang lives and fight for the people. One of the child said he wanted to visit that place and spend his whole life there. Then researcher asked that he lives in a very beautiful country Pakistan where he can do whatever he want. Child replied "Pakistan is a very boring place and Dholakpur is very entertaining and mysterious place I wanted to go to Dholakpur". Researcher told the child that the place Dholakpur is situated in India. Child replied, "I don't care either it is situated in India or in Pakistan, I wanted to go to Dholakpur and spend my whole life in that village where bheem and his friends gang are living happily". In result, children getting influenced by the place where bheem lives. It will destroy k image of Pakistan in front of the other young people.

## 5.3. Tom and Jerry



Thirdly, Researcher shows the Tom and Jerry clips. Where Tom and Jerry fighting with each other's. When the Tom watched Jerry he ran to catch him but the Jerry ran in speed and hides in side of his house. The rivalry between the cat Tom and mouse Jerry entertain the children. When the researcher questioned the children regarding the character of the Tom, one of the child said "I don't like Tom because he always teases the Jerry and he wanted to kill him and wanted to eat him as his meal". One of the child said, "I dislike Jerry because he always hit the Tom first and then became the protagonist or super hero of the series". One of the child said, "I love watching Tom and Jerry fighting. And watching them fighting, I love to fight with my brothers just like Tom and Jerry". Researcher than showed the clips from Tom and Jerry. When Tom comes to kill Jerry, Jerry avoids him and drops an iron on him, which causes Tom to get hurt in the head, but he still comes to get revenge from Jerry, but got hurt again and faints. Jerry starts laughing at him. One of the child said that "I fight with my younger brother because I'm Tom and he is Jerry. Whenever, I watch this cartoons, I thought to fight with my brothers like Tom fights with Jerry". Researcher showed some more clips of Tom and Jerry, dealing with eating habit shown in Tom and Jerry. With every meal children may ask to include cheese in their food as Jerry love it to eat.

#### **5.4. Masha and the Bear**



Fourthly, Researcher shows the Russian Cartoons Masha and the Bear clips. Where Masha teases bear and tries to mischief with him. Small creatures in the cartoons fight with bear. During the fight they broke mirrors and all the furniture in house. And bear got hurt. But the masha feel no regret and went out happily. One of the child said, "I like masha, because she is very cute and mischief girl. And when she tease Bear to play with her, I want to tease my mother to play with me because bear is fat and he reminds me of my mother". One children opines that he watch the mini creatures regularly because they do so much fun while teasing Bear. Masha is not my favorite character, because she is so boring and always want bear to play with her." One of the Child said that "I love when masha don't let bear sleep, because whenever my mother sleeps I felt bore and want my mother to play with me". Another child said that, "I don't like bear because he feel irritated when masha teases him. Children are meant to tease because they are younger".

#### **5.5. Oggy and the Cockroaches**

Lastly, Researcher shows the Oggy and the Cockroaches to the children. In which Cockroaches felt seductive while watching female Cockroaches. And they tried to impress them by doing inappropriate actions. One of the child said, "I really like to watch oggy and the Cockroaches. Because oggy always tries to impress someone. I also like to do different actions to impress others. This makes me feel like a hero". Another child said that, I like the dance when oggy and the Cockroaches dance in a sequence. This makes me feel happy and I really want to dance like them in front of the world". The dance which the child wanted to do was sexually inappropriate.

#### **5.6. Elsa of Arendelle**

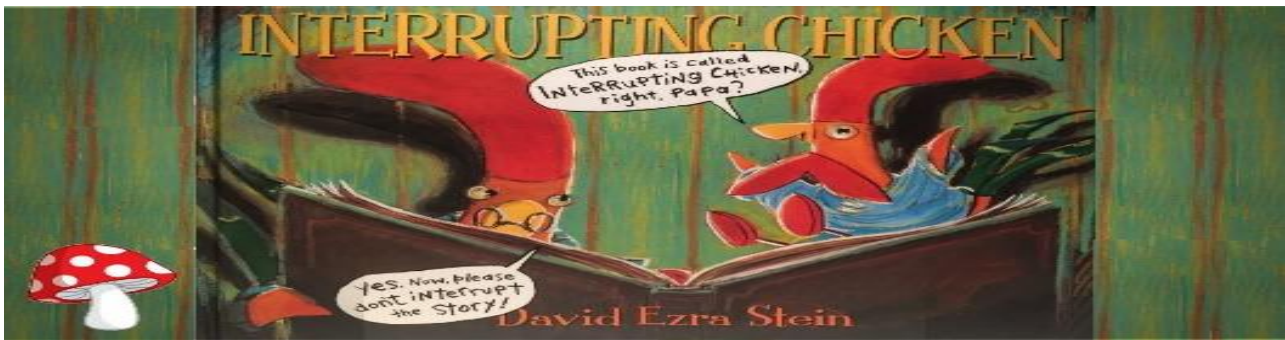
We started this cartoon for little girl to show the concept. Most of the girl like the character of Elsa. Elsa of Arendelle is a made-up figure that appears in the 58th animated film, Frozen II, and the 53rd animated film, Frozen, both from Walt Disney Animation Studios (2019). The cartoon figure Elsa was chosen by the girls. We questioned their interview comments, and they stated that they chose this character because of her outward beauty and ice-making prowess. Some humans are annihilated when they are transformed into ice. Children may mistakenly think that this destruction is commonplace. The Winx Club girls,



Snow White, and Cinderella are just a few examples of cartoon characters the girls aspire to resemble. Their physical attributes and beauty are the causes. How girls revere characters for their appearance, fashion sense, and beauty poses a severe issue for the future. Their high expectations may even cause them to feel inadequate. Additionally, kids could start to judge people based solely on their outward looks. Boys tend to favour individuals with supernatural abilities and attractive appearances. Children often make claims about wanting to fly or have supernatural abilities, or they may portray figures who are scary and evil. They are afraid about the role of Elsa and surprised after watching these animations. They behave in a mix of positive and few are negative behaviors.

### 5.7. Interrupting Chicken

10 children watched Interrupting Chicken Jaranwala, Dist. Faisalabad



In the brilliantly drawn picture book *Interrupting Chicken*, the father (a rooster) tries to put a misbehaving youngster (a chick) to bed by telling her a favourite fairy tale. Papa cautions Chicken not to interrupt the story, but of course the little red chicken disregards his warning. When the kids are ready to enter the house of the evil witch in *Hansel & Gretel*, at the crucial moment, Chicken exclaims, "Out leapt a tiny red chicken, and she shouted "DON'T GO IN! A WITCH, SHE IS! Hansel and Gretel didn't as a result. When Papa tries to read *Little Red Riding Hood*, Chicken keeps interrupting him. *Little Red Riding Hood* is cautioned by the little red chicken not to talk to strangers before the story quickly and sadly comes to an end. (The wolf in the narrative seemed a little perplexed by how the tale has ended.) When Papa tries to read the tale of *Chicken Little*, the interruptions reach a peak. When a little red chicken jumps out, *Chicken Little*, who was hit in the head by an acorn, is about to warn everyone that the sky is falling "DON'T FREAK OUT! JUST AN ACORN, THAT'S ALL!" Papa quickly grows weary of the obstinate little chicken and requests that she tell a story, which the little red chicken gladly obliges. Both Papa and the little red chicken quickly nod off. As a result, the kids act out of character and complain that the dad is irritated by the chicken. This conveys a derogatory attitude on the part of the pupil. The children replied about the character irritation is not a good thing especially between parents and children which is a negative side of this animation.

### 5.8. Angry Birds: Summer Madness



These cartoons are shown to a group of little children. Due to its popularity, it seems as though everyone in the globe must be familiar with *Angry Birds*. When Red, Chuck, Bomb, and Stella are teenagers and spend a crazy summer at Camp Splinter wood with other *Angry Birds*, sparks and feathers fly. When Red, Chuck, Bomb, and Stella are teenagers and spend a crazy summer at Camp Splinter wood with other *Angry Birds*, sparks and feathers fly. In one

episode, our main protagonists transform from underdogs to champions in the camp-wide "dodgebird" competition. In another episode, there is a baking contest, and Bomb wins first place. Additionally, in a different episode, our main heroes wind up on "Pig Island" and have to navigate their way past the hordes of nefarious pigs. Nearly everything about this programme is pure kid delight. Given that they are furious birds, it largely relies on comical violence. Other than the value of friendship and having someone you can rely on, there is little to no character development or lessons to be learned from our primary characters as they repeatedly save one another from harm or penalty. According to research, kids' good self-esteem and favorable media representation go hand in hand. Because of this, we've created a new "Diverse Representations" section to our reviews, which will be released gradually. You can assist us in assisting children by offering a diversity update.

### 5.9. The Donkey King



We began screening *The Donkey King*, a cartoon comedy film, in front of a fresh batch of kids. Children and children at heart will enjoy the animated family comedy *The Donkey King*. It tells the tale of Mangu, a dreamer and joyous donkey. Actually, donkeys' obstinacy is where the notion that they are stupid animals originates. Donkeys have a challenging nature and are tough to domesticate, despite the fact that we are accustomed to thinking of them as companion animals. Due to their traits, they are more "rebel" than "dumb." The narrative follows Mangu's remarkable trip from a small town dhabhi ghat to a royal palace, during which he rises, falls, and then rises once more in order to show the world that although being born a donkey, he is not one. *Donkey King* is, in essence, an allegorical tale of the triumph of the underdog. Regardless of the abilities and qualities they are born with, the main goal of the movie is to motivate both kids and adults to realize their full potential. The donkey drowned after falling over the bridge during the struggle because his forefeet were tied together. Try to satisfy everyone, and you will please no one, is the story's moral. During these cartoons, people laugh and have fun at the actions of the kids. *Allahyar and the Legend of Markhor*, *Three Brave*, *Meena* were also shown the children and reaction both positive and negative were noted.

## 6. Conclusion

Cartoons can have a harmful impact on children's behaviour, family life, and health. It is commonly recognized that excessive cartoon viewing can be detrimental. Overweight children who watch television for more than four hours every day are more likely to be. [4] A third of children have been found to have engaged in violent behaviour, according to the research of reference 1. Cartoons come in both violent and non-violent varieties. 39% of kids watch these two kinds of cartoons. As a result, 64% of kids ignore what their parents are saying while watching cartoons. 45% of incidents escalate to violence when parents ask children to do something else instead of watching TV. Exaggeration is one of the foundational elements of animation. The study addresses the potential effects of disclosure to various forms of violent and language shown in cartoon movies as a significant factor contributing an unsettling behaviors in minors and school going children. Unfortunately, most acts of violence are exaggerated. Exaggeration consequently has an impact on the child's mental attitude and behaviour. The findings of Reference 8's study showed that while a cartoon's exotic scene can have an impact on a child's character, it does so only temporarily. Violence-related conduct can be detrimental to the community. It is an established fact. According to the report, violent behaviour increased among 33% of cartoon viewers. Study further reveals that Videos and

animations in particular have the ability to negatively affect viewers. As children are in rising stage, they can be easily be motivated by what they see and hear, especially from digital media. Digital media can include TV, the internet, and smart devices. Some programs can be educational and some are based on violent behavior. Children may copy it. Parents can help to decrease the destructive effects of action animated movies on their children. On the other hand it is the responsibility of animated cartoon movie makers in US , UK and in Asia one like India should produce more movies that can help in developing children's intellectual skills. and can expose children to different languages, thus helping them develop their language skills

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