



# Influence of the Animation Cartoons on the Formative years of Pre-Schoolers

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## Abstract

In today's technologically advanced and more interconnected society. Our way of life has been drastically altered by technological advancements, and this is especially true for young people. The cost of poor conduct and improper language by children is high since both parents must work to provide for the family's necessities. Some decades ago, moms often stayed at home to raise their children in a nurturing setting supervised by both parents. They were taught right conduct and moral principles by their elders. There are a wide variety of positive benefits on development and health that have been linked to children's participation in physical and outdoor activities. The situation has shifted drastically. There is no one to watch the kids now, so they have to spend the night at home alone. Children at this age are particularly vulnerable since they have not yet developed a sense of good and wrong and will absorb all they see or hear. It has an immediate impact on his capacity to function on all levels of his being. Since they are stuck indoors, their sole source of entertainment is the television.

**Keywords:** Disney, Channel, households, satellite, addicted, cartoons, TV shows.

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## Introduction:

On its own, Disney Channel reported in 2002 that it was being received in 80 million U.S. homes, or around 75% of the population. Similarly, people all across the globe may watch cartoons on satellite and terrestrial televisions at home. This is now a mental challenge. That's because a growing number of children all across the world can't get enough of watching television. Clay analogy: children. They

look like their actual environments because they are modelled after them. Through the medium of animation, they are entertaining. However, this may have an impact on any approach when dealing with children. That has both good and bad implications. Children often mistake what they see on TV for reality. With the proliferation of playgrounds and other open sources, children are spending much less time at home with their families in the



traditional roles of friend, teacher, and entertainment.

Too much attention to cartoons on television has led parents to limit their kids' playtime. According to studies, many kids watch cartoons in the mornings before school, in the afternoons thereafter, and on the mornings and evenings of the weekends. Kids also dislike the news, lengthy movies, and frightening visuals. Children's likes and dislikes, social habits, language choices, and fashion sense are all influenced by what they see in cartoons. The way youngsters talk and eat are also profoundly affected. Children are aware of the positive and bad effects their interactions have on their life.

The 1920s saw the debut of Felix, the first cartoon character to become an instant legend. Donald Duck, Mickey Mouse, and Pluto were all created as cartoon characters by the Disney Brothers company during the following decade. Cartoons started off as short films that were shown in cinemas before characters were introduced. Cartoonists were quickly able to adapt their work for the little screen. In the years that followed, they gradually expanded to the current 30-minute block programmes that air on Cartoon Network, the Disney Channel, and Nickelodeon. Animated classics like Popeye, Tom and Jerry, Bugs Bunny, etc., alongside Walt Disney Productions. The smack in the entrepot was the kids' show. Furthermore, with the advent of satellite TV, Japanese cartoons are becoming increasingly popular across the globe, and one simply cannot ignore this trend. Our kids' current obsession is with Japanese animation. Doremon, Ninja, and Sinchan

are just a few examples of well-known Japanese animation.

Cartoons, according to Sultana, Sharmin (2014), lead kids to waste time in front of the TV instead of doing useful activities. She gathered information from a wide range of Bangladeshi society by conducting surveys and interviews. Too much cartoon viewing may have a negative impact on kids' cognitive development and school performance. She claims that most parents depend on television to keep their children occupied while they work or relax, but most parents don't realise the negative effects of prolonged television viewing. They eventually devote most of their time to watching television.

Researchers Qurat-ul-ain Maqsood and Umera Amer (2014) looked at how multicultural cartoons impacted elementary school kids. They said that children's religious and moral values are being eroded along with their linguistic and social skills due to exposure to multicultural cartoons. They argue that children's impressionable brains are readily influenced by the cartoons' depiction of violence, morality, and ethnicity. Kids will often repeat the majority of a cartoon character's dialogue and even fantasise about one day being that character. Early exposure to cartoons may have a negative impact on a child's ability to cope with challenging situations as they grow up.

Multiple studies have shown that kids prefer to sit in front of the TV rather than do other things during their free time. Many kids would rather be outside, where they can interact with nature and their friends. Overexposure of children to

cartoons and shows with similar themes has been shown to have negative effects on children's behaviour and brain development. Tom and Jerry, Doraemon, and Oggy and the Cockroaches are among the most popular cartoons among kids. A few others joined in on the Ben Ten, Dragon Ball Z, etc.

**Development of Animated Cartoons for Television :** Despite animation's early success in theatres, the industry has since seen its expansion stifled by high production costs. Studios have found ways to simplify the storyboard animation process in response to the rising need for colour and sound cinema technology. So, the animation industry has built something like to an assembly line, and it's quite cheap. Disney was ahead of its time in using these innovations to create high-quality animated films. It was not until "Steamboat Willie" that synchronised sound was used in a significant way in a cartoon. Disney was so concerned about protecting these innovative techniques that he signed an exclusive three-year deal with Technicolour to prevent their usage by any other animation studio.

In the 1930s, prominent companies like Paramount Pictures, Warner Bros., Universal Pictures, and MetroGoldwyn-Mayer Inc. either developed their own cartoon departments or struck distribution deals with other animation firms. The success of animated cartoons may be attributed to a well-oiled distribution machine. The decades between the 1930s and the 1950s are sometimes called the "golden age" of animation, and this is when many of the spectacular television cartoon arcs first appeared. These include Paramount's Tom

& Jerry and Warner Bros.' Daffy Duck (1937), Porky Pig (1936), and Bugs Bunny (1940), as well as the aforementioned Little Audrey (1948–1959) and Little Lulu (1943–1967). Tom and Jerry and Bugs Bunny are just two examples of cartoons that are still airing today.

Studios of Disney's size were among the last to adopt electronic media. However, Disney was among the first big animation companies to establish relationships with television networks, and its long-running programme, Disneyland, eventually evolved into Disney's Wonderful World. In the 1950s, the Mickey Mouse Club debuted, showing live-action cartoons with other media.

**Children Affected by Cartoons:** What a child learns from scholarly literature, instructors, or animated television shows that is the greatest and most important. The brain of a young kid is always on the lookout for new information, which is why cartoons are so effective in keeping children captivated. A child's brain may naturally follow the lead of a cartoon hero if the hero has well-written scenes, appropriate music, visual effects, and falling behaviour. Excellent guidance on how to express oneself verbally, intellectually, physically, and sartorially.

A National Geographic Channel programme packed with educational content is more likely to be retained by a child's memory than the same information presented orally alone. Children who tune in to educational programmes do better academically, have a deeper appreciation for achievement, and come up with more original ideas than their peers who spend more time glued to violent shows or other forms of "entertainment." Watching



cartoons may be educational for young viewers. What kids pick up from cartoons has an impact on how they behave and interact with others, (Baran, and Davis 2009,).

### **Impact on Behaviour of Children Watching Animation :**

Young minds are profoundly influenced by Cartoon Network. Contributing factors include their way of life, the way they dress, their hostility, and their violent behaviour. Their research showed that over eighty percent of kids regularly watch cartoons. Children love "Cartoon Network" (84% love it) because of all the cartoons. Sixty-five percent of K-12 students regularly devote one to three hours of their free time to viewing cartoons. The majority of young people (78%) agree that wearing cartoon character costumes is fun. In addition, 44% of kids are interested in purchasing individual gadgets related to cartoons, and 39% of kids are interested in purchasing these Animations.

Female and male youngsters did not differ much in their cartoon-based behaviours. Businesses and corporations are generally aware that the target demographic for cartoon networks is youngsters. To increase product sales, they direct their marketing efforts on them. Cartoon Network broadcasts are often interrupted by a plethora of advertising aimed towards adults. Kids see commercials and watch shows like this. A kid in today's world may nag their parents into buying them goods. The majority of the time, parents get what they want. Those in marketing often reveal their deepest, most personal feelings. These kids are very sensitive emotionally. Those who can't get enough of animation. Cartoons

air a wide variety of subject matter, some of which is sexual, some of which is violent, some of which involves drinking, and so on. Without a doubt, the cartoons also have a positive aspect. Cartoons may be entertaining, instructive, and illuminating. Cartoons with a good social message might motivate viewers to make healthier choices in real life.

Research on the effects of media on children and on the socialisation of children reveals that television has a significant impact on children's lives, especially in the transmission of gender role norms via books, music, and films. The children recognised these 'families' of figures without prompting, forming attachments to them based on a wide range of personal variables. Meaningful vs unimportant individuals, as well as solid versus shaky story arcs.

For instance, children tend to recognise the Disney cartoon family. Strong, lasting bonds are sparked by these cartoons because viewers can relate to the characters and the stories' universal themes of friendship, family, and personal development. This cast of characters, more than any other, can meet the needs of kids throughout the age spectrum by entertaining them and helping them grow emotionally.

Cartoon characters and their associated product categories are often subconsciously linked. It seems that the character's real and functional traits are what communicate this relationship. Therefore, it is safe to assume that any product congruent with the traits given to a personality also has the same possibility to exploit the relationship with that personality by utilising it as an

endorsement for the brand in advertisements, by striving to make it the 'symbol' of the company. However, given the findings of the many types of emotional interactions youngsters have created with cartoon characters, care must be taken in the selection of personality to ensure the brand is not commonly associated with characters who have a short life cycle.

**Effects of Animation on Young Audiences:** There is evidence that kids' exposure to cartoons has a detrimental impact on their health, home life, and overall development. It's common knowledge that watching too many cartoons may have negative effects on kids. Children who watch more than four hours of television every day are more likely to be overweight, and research shows that 33 percent of kids who do so go on to engage in aggressive behaviour as adults. Cartoons may be found in both violent and nonviolent forms. A combined 39% of kids are viewing these two types of animated shows. As a result, 64% of kids tune out when their parents try to talk to them while they're watching TV, and 45% of kids resort to violence when their parents turn off the TV or make them do something else.

Children who often expose themselves to violent media (television, movies) may develop a more combative personality and demeanour. Fights, blood, fire, graphic images, guns, and other instruments of violence are all present. The impact of comedy elements on kids' and teens' reactions to violent content in media is seldom examined. Children under the age of five should not be exposed to violent

cartoons like Tom and Jerry, SpongeBob SquarePants, Ben 10, or Pokemonman.

The cartoons' violent violence is another issue that detracts from their popularity. Several blows to the head are delivered from one character to another. Characters in cartoons are influenced by the culture around them. There might be a variety of results from exposing youngsters to such brutality. First, desensitisation, when the youngster stops caring about the consequences of his or her actions. When a youngster is exposed to extreme violence, his or her behaviour becomes conditioned to respond violently to the vast majority of situations. Anxiety and worry are a second potential. A kid watching TV may feel that the outcomes of these situations are illogical.

Repeated blows to the head from a robust physique might result in catastrophic injury, although such treatment is unlikely to occur on-screen. Because of this, the child experiences fear before initiating any kind of action in the actual world, and his brain is unable to determine whether the potential outcomes of such actions are positive or negative. Another study found that this might cause an abnormal rise in adrenaline levels, which can cause emotional instability. The youngster starts to feel uneasy and hostile in everyday situations or around the spouse.

When exposed to harsh cartoons, young individuals who had already experienced higher-than-average aggressiveness levels responded with even greater aggression than when exposed to peaceful cartoons. Watching violent TV shows, even for only 10 minutes a day, made people more aggressive in the workplace than those who watched a series of non-violent

cartoons for children. In a field experiment, Silvern and Williamson (1987) observed the effects of a violent comic animation on the behaviour of 28 preschool boys and girls. We measured the baseline of aggressiveness in halftime. The children were then observed in a free-play session using the items available in the baseline condition. On the third day, the young people who had seen the violent cartoon the day before switched places with the young people who had played the video game. Those who were playing video games were shown a particularly bloodthirsty animation. The usual toys were broken out for another round of free play. Prosocial behaviour and imaginative play were assessed during all three periods of unstructured playtime. Preschoolers' ratings of aggression increased after they saw the comedic violent animation, compared to their reactions before the viewing.

**Positive Impacts of Animated Cartoons on Children:** It's true that cartoons may help shape kids' values and attitudes. It serves as an effective means of communication and instruction. Young people's perspectives on the world have been widened as a result. This affords them a chance to familiarise themselves with the norms of the country and culture in which they find themselves. Parents have relied on cartoons for babysitting purposes. They've also been utilised to help kids relax and have fun. They're great for helping kids relax and have fun.

Cartoons have a powerful influence on the attitudes and perspectives of their audiences, especially young viewers and readers. Sesame Street, the popular children's television show starring

puppets, debuted its ad campaign. Eighty-one percent of kids have a heightened interest in creative fields and seventy-three percent are more empathic than they were before they started watching cartoons. On the other side, a youngster may learn something from a cartoon that has a good message. It may teach people how to manage their anger, respect authority figures, communicate civilly, aid the disadvantaged, mentor young people, and find peaceful solutions to conflicts, among other things.

The cartoons have some interesting things to make. A youngster may learn moral lessons and how to conduct a scientific investigation of an issue from a cartoon. The perils of electricity, automobile accidents, fire departments, and emergency procedures are only few of the topics covered by these cartoons. Children's fascination with cartoons may be used to teach them to communicate more effectively thanks to a new 3D animation technique that draws parallels between the world of animation and the real world. To combat childhood obesity, it is suggested that cartoon characters be utilised to spread the word about the need of a balanced diet rich in fruits and vegetables in the everyday lives of young children. A new health department campaign in the United Kingdom centres on animated cartoons with the goal of getting kids to eat more fruits and vegetables. The eating of fruits and vegetables by youngsters has been shown to rise considerably after exposure to cartoons.

Most young kids find cartoons enjoyable because they are amusing. It also has the potential to teach. The history of cartoon



animation has been the subject of this study. Understanding the history of animated cartoons, their introduction to television, and their effect on kids all around the globe has led researchers to probe the hypotheses that support the phenomenon. The relationship between the media and society is robust and nuanced. Children mimic cartoons; they get obsessed with them; and the substance of cartoons has an impact on how they develop moral and social principles. They are shown to treat their siblings differently based on their gender in the cartoons. In reality, they are only trying to be humorous when they behave violently against their siblings. Most of the time, their attempts to mimic the dynamic between Tom and Jerry with their friends and family end up making them disagreeable and short-tempered. Cartoons, playing outside, and mingling with others all need their own designated times.

### **Conclusion**

Cartoons have a significant cultural influence on kids. The degree of violence in the world today has taken many parents off guard, and their children need to know the difference. Typically, kids don't understand that anything can happen in a cartoon but it can't in real life. Young people just don't get it. They often act in an unhealthy manner. The influence of cartoons, both good and bad, is undeniable. Some groups have been demonstrated to be more vulnerable to the effects of exposure to violent media. It always sends a message to kids that is unrealistic. As a result, they think that harming or killing someone would make him safe. Children find the greatest joy

and laughter in watching cartoons. To have a full grasp on the phenomena, further study is needed.

Most kids' daily habits and routines, which shape their minds and actions, include watching cartoons. Children that watch too much television tend to acquire language quickly and exhibit aggressive and violent tendencies towards their classmates and siblings. The youth have also shown an increased capacity for gender discrimination. Children's antisocial behaviour increases when they spend too much time alone in front of a screen. However, in an attempt to be amusing, they sometimes behave violently against one another. They try to model their relationships after Tom and Jerry, but things go horribly wrong when they really start hitting one another. Play cartons nonstop on the air. Parents should monitor the kind of cartoons their kids are exposed to. Children's behaviours might mimic what they see on violent and angry cartoons.

### **Recommendations for Parents:**

- i. Ideally, you would limit the amount of time a youngster spends watching animated cartoons. A youngster should not have television in their room. Watching cartoons with your child and having a conversation about what your child sees is a great way to bond as a family.
- ii. It is not safe to presume that all children's cartoons are appropriate for all ages.
- iii. Many critics and parents fail to see the deeper meanings behind romantic and sexual themes in animated films. Animated cartoons have become an institution in modern culture, used to



guide the development of children and provide moral lessons.

- iv. Aim to set a good example. Instead of returning home and zoning out in front of the TV, you may go on a stroll, ride your bike, paint, learn an instrument, play a game, or just enjoy each other's company.
- v. Kids need guidance as they try to make sense of the messages they see in cartoons.
- vi. Parental advocacy for child-friendly programming and the banning of offensive cartoons and animations.

#### Recommendations for Media

##### Practitioners:

- i. The creation of locally influenced animated animations.
- ii. Cartoons broadcast over the air that include animated local visuals to better connect with the child's reality.
- iii. Be more mindful of the content of children's cartoons. The media industry needs to take more accountability for the messages they broadcast.
- iv. The information and communication ministries should act in an advising capacity to examine animated cartoon material and provide prior permission. It would seem that no content regulatory procedures are in place.
- v. There has to be a legal system set up to categorise cartoons with moving parts.

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