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## RESEARCH ARTICLE

### IMPACT OF TELEVISION VIEWING ON THE BEHAVIOUR OF SCHOOL GOING CHILDREN FROM 6-12 YRS

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#### ABSTRACT

**Background:** Child resembles a white paper. Which you can draw on it, his personality and conduct. A child is accepting any external impact and information affecting his character in the future. Since any behaviour or activity the child sees may influence his individuality. Television is what attracts the children most and shapes their behaviour. Usually most of the shows that children's watch is cartoons. Kids shows are one of the everyday propensity for our children, yet animation impacts the kids decidedly and adversely both. So to realize that how an animation influences kids, we choose this topic for research. **Aim:** The present study aimed to know positive and negative effects of cartoon on behaviour of school going children. **Methodology:** A survey based descriptive research design was used to main aim of study. **Location:** This study was conducted at area of Bareilly, city of U.P. **Sample size:** For these study 100 parents of children in the age group of 6-12 years was selected. **Results:** This study revealed that children are highly influenced by the cartoons and parents are not satisfied by positive effects of cartoons on their children.

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## INTRODUCTION

Child resembles a white paper, which you can draw on it his identity and conduct. A kid is tolerating any external impact and data influencing his character in the future. Since any behaviour or activity the child sees may influence his personality. Parents must be careful with what the youngsters observe particularly on Televisions. TV is the thing that attracts kids and shapes their behaviour. Typically a large portion of the shows that kids from age 2 to 8 years watch on TV are animation and that is the reason. Guardians ought to be absolutely mindful of kind of the kid's shows, their kids are viewing. Animated cartoon, as a mean of entertainment, are the most seen programs by kids. Animation legends greatly affect kids. School going children engage themselves by watching kid's shows despite playing physical recreations. Because of this tendency developing kids are getting lazier in their every day life. Children attempt dependably to assume the job of those super heroes in the real world, so fierceness and aggression saw on TV will show up in the children behaviour (Peduk, 2012). The children's minds have a big capability of storing everything they practice even from exposing to TV programs. Sharmin in her article: "Role of cartoon: a brief discussion on cartoon put an impact on children", claimed that:

"It is proved that with the help of cognitive ability a child can learn any type of image." (2014), Those things do not stick only in the children memories, but they appear also in their behaviors and speeches. According to Maqsood and Amer: "Children mind is quite receptive and they adapt things faster. At such innocent age, child mind is unable to differentiate between the positive and negative perspectives of things." Children be likely to copy what they see, in this point Peduk argued that: "during the development period, children learn best by mimicry. A child mimics the plots they observe around themselves. They mimic some people more than others" (2012). According to Pandit and Kulkarni "Psychologists emphasize the negative effects of cartoons...kids who watch cartoons 3 - 4 hours a day are more prone to brutality. In addition, underestimation of cognitive capacities, difference from substances, and an increment of negative conduct may create throughout the span of time" (2012). When children are showing to a violent or sexual or fantasy cartoons, this will affect their minds, their way of idea and their behaviors. This happens especially with the absence of the parents' control of the child. Pandit and Kulkarni pointed out that "As a child growing up he wanted to be the super heroes in the cartoons. The children are encouraged to try the same things that they saw their favourite hero do in the cartoon" (2012). Shinchan, Doraemon, Motu-Patlu are the much-loved cartoons of the school going children. Aggression showed in the cartoons is

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spoiling the minds of school going children; they always use guns, sword and rods during playing games. “Cartoon programs show very violence and comedy tv shows”.

**Objectives**

**Following are the main objectives of the study**

- To check the impact of cartoon (Shinchan, Doraemon, Motu-Patlu) on the daily basis activities of the school going children.
- To check the Physical Health of the school going children.
- To check the wastage of time.
- To check the level of aggression in the school going children after watching these cartoons.

**Hypothesis**

- Cartoon channels is watched more than the other channels.
- Heavy viewers of Shinchan and Doraemon are more aggressive than the low viewers.
- Shinchan and Doraemon cartoon serials shows more influence language and physical activities.

**Research question**

- Does school going children are having larger exposure of cartoon Shinchan and Doraemon?
- Does heavy viewers of these cartoons are more violent than low viewers?
- Do these cartoon serious changes children’s language?
- Does school going children prefer watchings Shinchan and Doraemon than physical activities?

**MATERIALS AND METHODS**

**Study design:** We select the students of the age group of 6-12yrs from different Private and public schools of Bareilly city for the survey and to fill the questionnaire.

**Population:** We selected children (male & female) of Bareilly city for the survey

**Sample:** The target population of this study is school going children of Bareilly city of age group 6 yr to 12 yr.

**Sample Size:** With the help of convenient random sampling technique, 100 children’s, both male and female 6-12 yrs as the sample size.

**Data Collection:** For the purpose of data collection researcher used questionnaire as a tool.

**RESULTS**

Q1. Which is your favorite cartoon series?

- A. Shinchan B. Doraemon C. Motu-Patlu D. All of them.

Figure 1. Shows that 59% children prefer to watch Shinchan cartoons over rest of them. Majority of children favorite cartoons are Shinchan instead of any other serious.

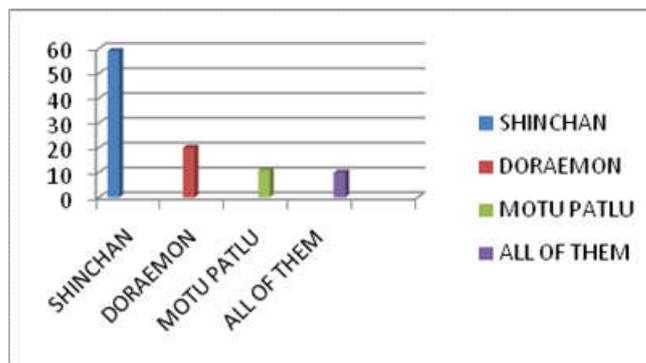


Figure 1.

Q2. How much time do you spend on watching cartoons?

- A. 1-2 hours B. 2-3 hours C. 3-4 hours D. Morethan 4 hours.

Figure 2. Shows that 35% children watch TV more than 4 hours on daily bases while others watch less. This fig. prominently indicates that children watch cartoon more than 4 hours. They consider cartoon as only source of entertainment.

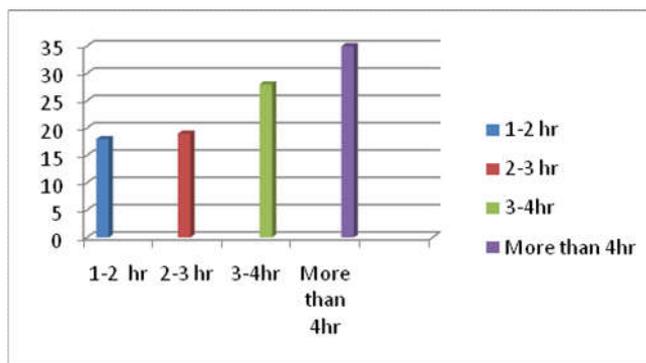


Figure 2.

Q3. Do you think cartoon characters put some psychological effects on the children?

- A. Yes B. No C. Some time

Figure 3. Shows that 78% children have psychological effects after watching cartoons while others less. When children pay more attention cartoon characters than this thing also influence their cognitive process and further lead to different effects of cartoons.

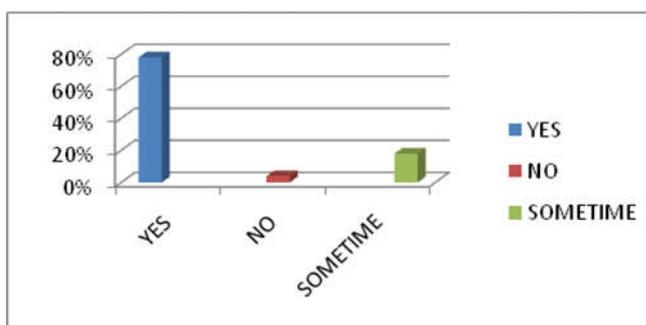


Figure 3.

Q4. Do you think that children behavior gets changed after watching cartoon?

A. Yes B. No C. Some time.

Figure 4. Shows that 65% children behaviour changed after watching cartoons instead rest of them. When children pay more attention cartoon whole story or specific character and craze affect their behaviour to change them.

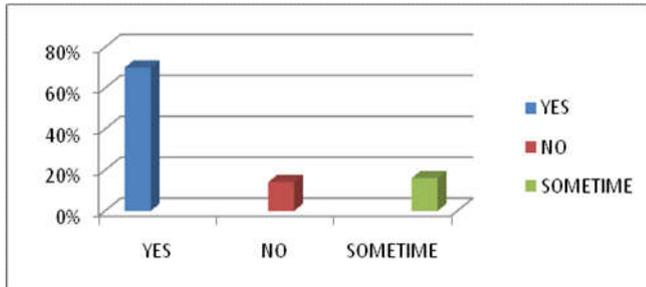


Figure 4.

Q5. Do children intend to intimate their language?

A. Yes B. No C. Some time.

Figure 5. Shows that 69% children are changed their language after watching cartoons while others did not. When children watch cartoon they also learn their language after that they use language in daily life like in school, with friends and family.

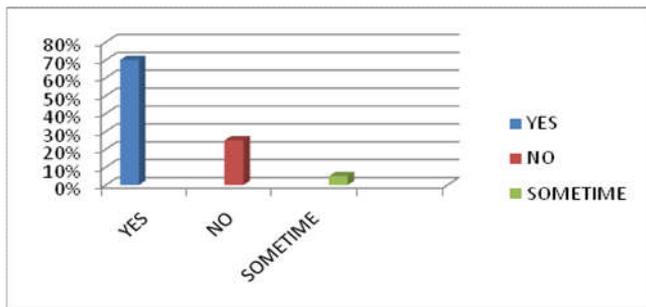


Figure 5.

Q6. Have you observed any behaviour change like children fighting with each other after watching cartoons?

A. Yes B. No C. Some time

Figure 6. Shows that 68% children behaviour gets changed after watching cartoons. Majority participant agreed that children behaviour change after watching cartoon. They show the aggressive behaviour and use same techniques which they observed in cartoon during the fighting with each others.

Q7. Do children prefer to watch cartoons over outdoor games or picnic?

A. Yes B. No C. Some time

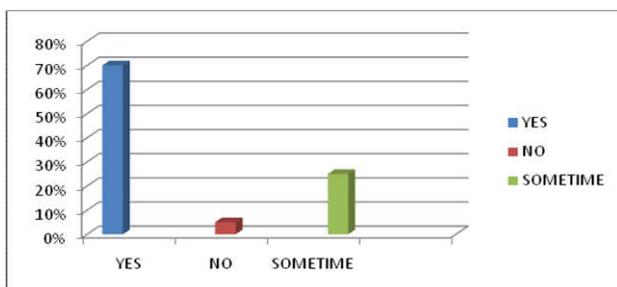


Figure 6.

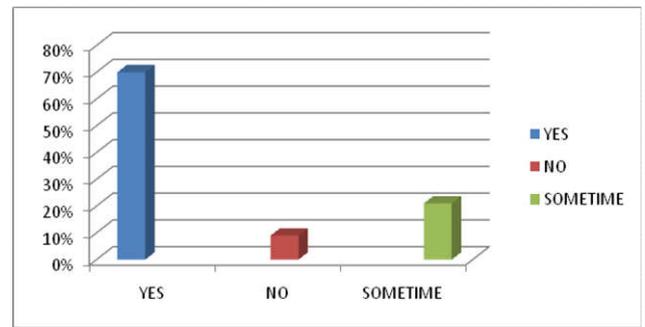


Figure 7.

Figure 7. Shows that 68% children prefer cartoons over picnic and outdoor games instead rest of them. They more gain entertainment from cartoons different serials than the physical games and outdoor activities.

### DISCUSSION

Study analyzes that cartoon affecting psychologically as well as physically on the grooming children. Children's watches cartoons channels more than 4 hrs daily. Children behaviour changed after watching cartoons. Majority parents agreed that children behavior change after watching cartoon. They show the violent behavior and use same techniques which they observed in cartoon during the fighting with each others. Children prefer cartoons over picnic and outdoor games. They gain entertainment from cartoons serials than the physical games and outdoor activities.

### Conclusion

The consequence of this study indicates that children are extremely influenced by the cartoons serials. Because they pay more attention and time to cartoons instead of other activities. While in present time this also important factor that family member gives less time to children therefore children mostly watched cartoons serials. When growing up children would more focus the cartoon serials it mean they are learning a lot of things from cartoons. In fact, the analysis shows that majority of children psychological affected through cartoons. Cartoons are not only changing their behavior toward aggressive but also changing their language and it is most important part of any culture. Children more use cartoon as source of entertainment than the other physical activates. This thing is more harmful for children's mentals and physical health. In last it is clear through study analysis that cartoon affecting mentally as well as physically on the grooming children.

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