

Chapter 25

Cartoons Cast an Eternal Impact on Personalities: Effects of Cartoons on Children

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ABSTRACT

Sustainable development is the key to build nations for future generations but this medium of learning makes the concepts facile and memorable. Unfortunately these do more harm than good. Children get addicted and stick to the materialistic world and become demanding. Though cartoons such as Popeye taught many a child to start having spinach as a matter of choice, but Power Puff Girls, Angels, and Dexter have made children more aggressive in their approach and choice pattern. This chapter explores and validates the effects both fatal and positive upon the viewers, especially children. The study is based on a survey on both parents and children. The respondents in the category of children were aged between 5-10 years. Several questions pertaining to the time and duration of watching cartoons were asked.

INTRODUCTION

‘Child is the father of man’ is aptly remarked by the world leader: Gandhiji. Children fall a prey to the dynamic world around them. They get engrossed, at times, lost in the sweeping technological changes. Overriding the whopping world of fancies bewilder them to brainstorm and adjusting to local realities then become an enigma for them. What happens then as a permanent loss to them is their innocence, purity of their mind and intention, untainted thoughts and feelings and much more intangible loss that takes a lot of time to purify.

We are moving towards a trend of ‘reverse mentoring’ where children are more up to date with recent global trends and many a times don the hats of a teacher or a coach who help parents to explore and feel better. Childhood is all about innocence and communication through these electronic devices are making it rather fast-paced.

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Cartoons are described as one of the most interesting and entertaining mode of animated message conveyance. The concept originated as a small column in newspaper and now is flagged wide in form of notable channels such as Cartoon Network (CN), Pogo, Nickelodeon, etc.

These animated learning vehicles have been found to be most effective learning tools from preparatory schools to formal education. The comparison of reading out a story and showing the same in a form of a video carries an unparalleled impact. The voice-over feature of cartoon characters have made them worth a memory especially by young viewers. In addition to the above, various language preferences that exist for the episodes have made these channels very significant for any family with kids in the age-group of up to ten years. Children have found to be overwhelmingly involved in viewing it. The dialogues, riddles, facts, stories, etc. is serving the preferred learning modules of children. These channels have accumulated phenomenal success for themselves in the recent years and in a developing nation like India where middle class is burgeoning the prospects of future seems brighter.

Media plays an undeniably significant role in lives of people. Television, mobile phone, internet, radio all keep people informed and entertained. Opinions are formed, ideas are generated, knowledge is imparted through these various electronic formats. More often than not, when caregivers are away, these gadgets become hyperactive especially to children. The channels that seem most realistic is the most sought after and in the age-group of children, it is cartoons. The characters in the form of Indian cartoon characters such as ‘Tenaliraman’, ‘Akbar-Birbal’ and recently added to the list ‘Chota Bheem’, have created much of hype among children.

BACKGROUND

There had been many thoughts stimulated in the background of writing of this chapter. Psychologists have found it a double-tie knot that whether it is nature or nurture principle that influences more upon the psyche of an individual. To scoop answer to this tussle, bringing to light several behavioral theories have been discussed as below.

7 Theories of Child Development

Psychosexual Theory of Sigmund Freud

Freud highlighted that childhood experiences and unconscious desires influence behavior. He mentioned that unsuccessful completion of one stage of childhood carries an impact on childhood. Hence, energies of children: emotional, physical including sexual energy or libido must be satisfied to avoid conflicts in adulthood.

Erikson’s Psychosocial Development Theory

Erikson believed that social interaction and experience played prominent role in development of psyche and cognition of a child. Eight-stage theory of psycho-sociology describes that both change and growth throughout life is a by-product of social interaction and experience. The range of this theory of development ranges from infancy to death.

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