

The Effects of Hindi Dubbed Cartoons on the Behavior of Children in Lahore

***Wajeeha Raees **Kiran Karamat Abstract**

The study aimed to analyze effects of Hindi dubbed cartoons on the behavior of children in Lahore keeping in view the heavy exposure of Hindi cartoons watched by children in daily routine. It was found that most of the children consumed cartoon contents to fulfill their needs and requirements. Survey method and focus group was used to collect the data from 150 parents of children who watched Hindi dubbed cartoons and 40 children with age group

5-10 years respectively. In the light of findings it is concluded that Hindi Dubbed cartoons do create violence and aggression and also affects the language of children living in Lahore.

Keywords: Hindi dubbed cartoons, survey, focus group, violence, aggression, language

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Introduction

The present study titled as “the Effects of Hindi dubbed cartoons on the behavior of children in Lahore” was aimed to explore the aggression, violent and addiction level of children through cartoons. The dubbed Hindi cartoons has also affected the language of children specially children living in Lahore (Pakistan). Children who watch television suffers from brain and eye sight problems along with emotional and mental disorders. It also affects the budget by children asking their parents to buy expensive cartoon characters costumes, toys, clothes and many more. Cartoons are not about the real life it is basically an imaginary story which are portrayed by all sorts of imaginary characters.

“Cartoons pose little risk for older, more mature viewers, who routinely discount this content as unrealistic.”(Wilson, 1986)

Media is the forth pillar of our society. It can bring change in a society or can bring destruction or disputes in countries. Nowadays media is playing vital role in a society, in a country and in every aspects of our life style or the way we are spending our lives.

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 Doremon, Ben10, Pokemon and have created their own fantasy world. (Wakefield, 2000)

The history is all concerned with the animated cartoons. The first cartoon which was shown to the audience was "My Old Kentucky Home" in 1926. This cartoon made revolution in the history because of the sound effects and pictures. Cartoons became the most important part of children's as well as for the families in short it was an enjoyment for the family gathering. The first animated cartoon was "The Flintstones," and it ran from 1960 to 1966. It was basically targeted for parents when they come from their jobs.

Children watch television specially cartoons for entertainment. Children prefer to watch those cartoons which are understandable so mostly watch Hindi dubbed cartoons because for Pakistani kids it is easy to understand because Hindi Language is much related and resembles our mother tongue language which is 'Urdu'. Mostly, children now days watch

Doremon, Oggy and the cockroaches, Chota beem etc. When children watch these type of cartoons which are understandable to them they involve in these cartoons more as compare to other languages cartoons.

Doraemon is a Japanese character who came from a planet which is well organized and full of technological gadgets. His best friend, Nobita is a character who is helpless, fourth-grader who is always being bullied by classmates/friends and shouted

at by mother or teacher. Doraemon accompanies his friend to baseball practice, sits by his side and helps him with his homework and tries to protect him from Suneo and the Gian. The negativity comes when bold words and scenes are shown in the cartoons like Shazuka and Nobita girlfriend and boyfriend scenes, useless demands of Nobita from Doramon. Nowadays, children are crazy buying Doramon products which are expensive. Language is affected because mostly kids are attracted towards this cartoon and using Hindi words in their daily life. (Tushi, 2014)

Since 2009 Oggy and the Cockroach was shown on Nickelodeon and then on 16th July it was shown on Cartoon Network India. The famous actor's voices were dubbed using unethical words and this affects the young kids because they have started using those words in their daily life. The fight of

Oggy with the cockroaches created aggression in kids. (Tushi, 2014)

It is computer animated cartoons which was dubbed in Hindi and shown on Cartoon Network India. Basically it is an action based cartoon in which a young boy fights with the aliens and protects his grandfather and his sister. Children are too much fascinated with this cartoon that they love to collect the aliens which are expensive. Children force their parents to buy Ben 10 aliens collection of aliens and the violence which is shown in the cartoons are creating violence and aggression in children.

Violence has been derived in a broader sense to include behavior by people or against people liable to cause physical or psychological harm. Cartoon network is

showing violent cartoon, and children absorb mindlessly whatever they see in television. Children act like cartoon characters. Television programmes based on violent temper, mood and passion

ultimately sow the seeds of violence in the developing minds of children, and as they grow they resort it as the quickest way to settle a dispute.

These channels are promoting Hinduism through cartoons channels by dubbing the cartoons. The channels used pure Hindi words in the cartoons so that other children use these words in their daily life and through this Hinduism is promoting. The violent and aggressive characters in cartoons is effecting the nature of children and they behave same like those characters in their daily life specially cartoons like Ben 10, Oggy and the Cockroach, Doramon etc.

Technology is introducing new dimensions in the life of people. Cartoons are produced but still cartoon characters are drawn by hands, and now they are directly drawn on computer screens, re-color them and the character do whatever they want. Software called Flash is currently the easiest way which creates and produce animated cartoons characters.

The most important technology is so far used in cartoon making is 3D. We can see shadows, amazing depth and detail of the characters which looks like real life characters.

Hindi dubbed cartoons have affected the children so much specially in Lahore that when they talk to each other or to their parents they use Hindi words in their daily routine. They act like cartoon characters and grab violent and aggressive behavior. Considering the history the successful countries never compromise on their mother language. In short, language is the most important part for a nation.

Childhood is the most important part of life because from here the development of a child develops and from here he/she comes up what is good and what is bad for him/her. Hindi language cartoons is creating propaganda and promoting its culture to the children through cartoons like Doremon,

Oggy in the Coackroach, Ben 10, Pokemon etc.

Statement of Problem

The researcher figured out the hidden effects of Hindi dubbed cartoons on little spectators of Lahore. Nowadays most of the children are acquiring Hindi words and using it in their daily life. Their health is affected physically as well as mentally. Mostly children are spending their time on watching cartoons which create violence and aggression on the behavior of children. Exposure to cartoon characters persuades children to buy cartoon accessories and children have created their own fantasy world.

Research Objectives

To find out the reasons of watching Hindi cartoons channels among children.

To examine the effects of Hindi dubbed cartoons on the behavior and attitudes of children.

To check the psychological effects of viewing cartoons among children.

To explore the impact of Hindi language through dubbed cartoons.

To evaluate the amount of time children spend watching cartoons every day.

To find out whether cartoons create violence among children.

To give certain recommendations for further study.

Research Questions

Do cartoons influence and educate our children in a positive way?

What are the psychological effects of cartoons on kids?

Does this enjoyable entertainment create fantasy threat to children?

Does exposure to cartoons channels evoke desire in children to look like cartoon characters?

Do Hindi cartoons channels are affecting the language pattern of Children in Lahore?

Does the violent content of cartoon create aggression in children views?

How the exposures to cartoon characters persuade children to buy cartoon accessories?

Hypotheses

H₀: Children who watch Indian cartoon channels are not more inclined towards Hindi language.

H₁: Children who watch Indian cartoon channels are more inclined towards Hindi language.

H₀: Heavy viewing of violent cartoons is not creating aggression in children of Lahore.

H₁: Heavy viewing of violent cartoons is creating aggression in children of Lahore.

Rationale of the Study

Television is a strong medium that study and grab the mind of children especially through cartoons creating a fantasy world for children. Children are too influenced by watching cartoons; they walk and talk the way they see cartoon doing on TV. Studies have shown that the average amount of time watching television for preschoolers is nearly 30hours a week. Whatever media is showing to us it is all just because of films, plays and

documentaries.

Rationale for selecting the age group

was elementary and kinder garden children age (ages 5-10) that is because in this age it is very difficult to understand what the child want to see and what child thinks and what type of content he or she stores in his or her mind. At this level children follow and

capture the acts of cartoon characters and keep them in their minds. Children learn faster as compare to elders at this level.

Literature Review

Literature Review is "a systematic, explicit, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners."

Ali Hassan (2013) conducted a research on "Cartoon Network and its Impact on Behavior of School Going Children". The sample was collected 300 children having television set and cable in their homes. He resulted that 84 % children favorite channel is cartoon network and 65.2 per cent spend daily 1 to 3 hours in watching cartoons on television. Sibel Ergün (2012) explained in his research that cartoons are creating or affecting children behavior and mostly male gender is affecting by the violent content. It was statistically figure out that most of the stationary products are bought according to the favorite characters of children choice. According to the research if children wanted to watch violent cartoons they can watch under the supervision of their parents and teachers. Sahifa Mukhtar (2010) explained that consciously or unconsciously children are using Hindi words in their routine life without realizing the fact that our own mother language is being suffered a lot and if we see the history the most successful nations never compromise on their language. Language is rather an identity for a nation

and the negative impact of Hindi dubbed cartoons can be propaganda so that they progress day by day by promoting their culture and values by showing their tradition through cartoons.

Hoffner (2005) explain in his research that characters of programmes and cartoons including their actions have effect on the nature of every young children. Younger generation when see actors and actresses they start liking them and adopt the things. Children start living in the fantasy world because of what they see on television specially cartoons.

Allison (2002) reported that Doraemon has been one of the most popular sign or symbol for Japanese population and both kids and adults use Doraemon imprinted merchandise. Many stores, carnival stalls, shopping malls, restaurants, airlines, schools, and neighborhood meeting venues are using the accessories, gadgets of the brand Doraemon for developing the exterior or interior decoration. Doraemon face imprinted merchandise like cell phone accessories, notebook covers, other stationeries, fashion apparel. Have become a significant hype in the market which has

quite an important impact on the economy. Cantor (2000) journal of adolescent health discussed

that watching too much cartoons create an intense fear in children which lasts till years and sometimes till the end of life. The problem is planned to be solved by media so that

children do not get affected by this violence. Media literacy programmes and public education is playing its role to solve this

problem.

Huesmann, Rule & Ferguson (1986) explained that

children mind is very imaginative whatever they observe and see they keep that thing in their mind. The experiment the researcher did was that if children see violent content their imagination decreases and automatically they think evil things. Children while playing games they show their violent character seeing the violent cartoon character and implement that character on itself. Whatever they see in the cartoons they do that things in their daily

life as well. (Anderson et al, 2003)

Van Der Voort

(1968) found out that children can easily find out the difference between good and bad but they are confuse in finding out what is realistic and what is real world. When they are unable to find out what is violence so they become anxious. This situation is problematic because according to children they love to watch realistic programmes which bring excitement, happiness and joy to them.

Hapkiewitz and Roden found in their research that children especially boys they don't share their toys as compare to girls because majority boys are aggressive. It is all clear from the experiment that aggression level is created by watching violent and aggressive

cartoons and especially boys who follow cartoon characters which are in aggressive and violent characterization for example Batman, Superman, Ben10 many more. (Essay UK)

The American Academy of Child and Adolescent experimented and came to a solution that watching cartoons produces aggressiveness in the behavior of children. Children watch aggressive cartoons which force them to get hyper on little things. Nowadays especially children they cannot tolerate their siblings and it's all because of watching too much television specially cartoons.

After having gone through the Literature Review it was found that children are affected by the content of the cartoons. Children watch television that they don't have time to talk or to interact with each other. For them adults are projected as strangers. A child who watches too much of cartoons think that all the people living in this world is a cartoon character and we all are living in a fantasy world. If our children watch cartoons too much they will lack their abilities, patience level as well as psychological level. Buying expensive products of cartoons characters and gadgets is creating bad habit in children.

Theoretical Framework

Cultivation theory

Cultivation Theory is a social theory which examines the long-term effects of television. If a person spends a lot of time on television the more he/she is fascinated by the content and characters of that thing. Cultivation theory leaves a perception that we are living in an imaginative world. The “heavy viewers” will see the worlds as shown on the television. Cultivation scholars examined the heavy viewers and came to a conclusion that heavy viewers live in their own television world and they believe what media is showing to them. Basically this theory is based on several assumptions how we view the television. As Gerbner , Gross , Morgan and Signorielli 1986 describes cultivation theory as: “The longer we live with television, the more invisible it becomes.

Conceptual Model

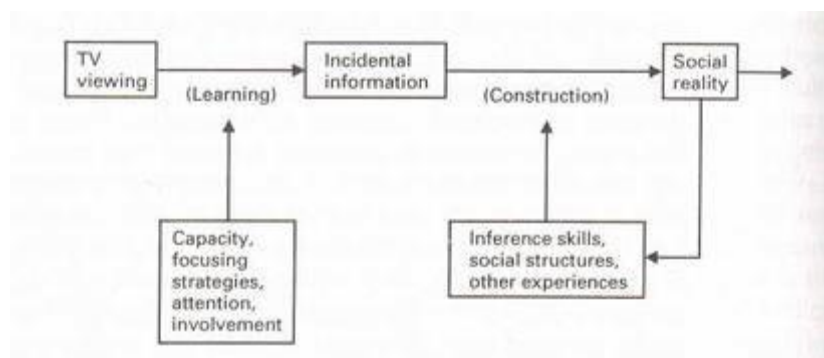


FIG NO 3: Albert Bandura (1986) model of Cultivation theory

Application of the theory

The researcher suggested that children who watch too much television during childhood is dangerous because they start believing the cartoons and as they grew up they live in

that fantasy world. The main focus of the researcher was How Hindi cartoons content and language is affecting the children behavior and language. The theory supports to the topic of research as it says that television viewers, light and heavy both are influenced by it and it has a great impact on children behavior.

Social Learning Theory

Learning Theory of Human Behavior can be utilized to clarify numerous sociological phenomena, yet it applies to social roughness in an especially earnest manner. With researcher Albert Bandura (1986) clarified and analyzed that the individuals who trust in a social learning hypothesis of brutality believes that nobody is conceived with fierce and forceful conduct uncommonly youngsters. Individuals procure this sort of conduct through displaying. Bandura's model sets four fundamental courses of action of social discovering that happen in grouping, consideration, maintenance, generation, and inspiration. Our consideration is coordinated at media substance of potential significance to our lives and individual needs and hobbies. We might then hold what we have learnt and include it our load of earlier learning. The social learning theory of aggression expects that we gain from one another's conduct and activities. This has all the earmarks of being valid. Consistently, we see individuals doing same exercises like shaking hands, welcoming one another and attire styles all is reveals to us that we are equipped for displaying our conduct in view of that of other individuals.

Application of the Theory

According to the social learning theory of aggression, people learn aggressive behaviors from watching other people model them. But it should keep in mind that aggressive behavior might be learned from others but it is the choice of the individual to acquire or quit this type of behavior.

This theory states that people choose to continue aggressive behavior because they are rewarded when they do so and that punishment of aggressive behavior, as well as the modeling of appropriate behavior, can reduce it.

Research Methodology

Research Method

Survey

Examination outline gives the strategy for information gathering. This examination uses review outline of exploration which is broadly utilized as a part of such studies where social and behavioral parts of some sensation are being examined.

Universe

Researcher took the respondents from different areas of Lahore. The reason for selecting Lahore is the area is easily approachable by the researcher.

Population

In order to find out the effects of Hindi Dubbed cartoons on the behavior of Lahore children parents of children were the main target whose kids watch Hindi Dubbed cartoons. For this research report parents were given questionnaires which they filled and the questions were related to their children regarding watching Hindi Dubbed cartoons how they react and acquire things in their daily life after seeing he cartoons. Parents contacted at free time so that they may fill the questionnaire easily. Questionnaires were filled by parents areas included, Johar Town, Model Town, Sanda, Anarkali Researcher selected these areas because in first two areas parents were more educated and they are more towards education as compare to last two areas and majority of children belong to last two areas watch Hindi Dubbed cartoons on daily bases as compare to first two areas.

Sampling

Data was collected using purposive sampling from the areas of Lahore. Purposive sampling relies on the **judgment** of the researcher when it comes to selecting the **units** (e.g., people, cases/organizations, events, pieces of data) that are to be studied.

Sample size

Total sample size taken were both parents' males and females 150 respondents whose kids watch Hindi dubbed cartoons.

Tool of Data Collection

Questionnaire was constructed as a tool of data collection. The questions basically focus on the children behavior, language and buying of accessories related to cartoon characters. A standardized format with close ended and likert scale questionnaire was prepared and respondents were asked to provide their responses on that standard Performa.

Statistical Analysis

SPSS version 18 software is used for data analysis.

Pre-Testing and Reliability

After designing the questionnaire the researcher pre tested the questions to avoid the error or repetition. The researcher took 10% (i.e. 15) respondents from the actual sample which was 150. To test the reliability of questionnaire, the researcher applied pursuing evaluation.

Reliability Statistics

Cronbach's Alpha	N of Items
.524	27

Table 4.1

Reliability of items of questionnaires has been tested by applying Cronbach's Alpha which calculates the inner reliability of the variables.

Table 4.1 shows the value 0.524 according to Cronbach alpha which is co- related with each other because for newly development of social nature of variables the value of 0.5 is also acceptable. For further statistical tests the researcher has preceded her research.

Focus Group

A group of children was also questioned face to face. A focus group with children was conducted in which an episode of Doremon was played and related questions were asked from the children with general questions as well.

Universe

The universe was Lahore city. As researcher was pursuing her studies from Lahore so it was convenient for her to collect the data easily.

Population

For this research report children from different schools were taken as respondents. School names are, Sacred heart school for girls, Lahore, The Educators, Mohni Road Branch Lahore.

Sampling

Convenient sampling was used because these schools were convenient for the researcher to approach.

Sample size

Total sample size taken was 40 kids with age bracket 5-10 who watch Hindi dubbed cartoons. The selection of sample size is planned to assure the need of acquiring authentic data for the research.

4.2.5 Statistical Analysis

SPSS software is used for data analysis.

4.2.5 Pre-testing and Reliability

After designing the focus group interview and questions the researcher pre tested the questions to avoid the error or repetition. Focus group interview was conducted where the researcher showed the episode of Doremon and questions were asked related to the episode as well general questions were also asked. The researcher took 10% (i.e.4) respondents from the actual sample which was 40 kids. To test the reliability of questionnaire, the researcher applied pursuing evaluation.

Reliability Statistics

Cronbach's Alpha	N of Items
.818	37

Table 4.2

Reliability of items of questionnaires has been tested by applying Cronbach's Alpha which calculates the inner reliability of the variables.

Table 4.2 shows the value 0.818 according to Cronbach Alpha which is highly co- related which each other. For further statistical tests the researcher has preceded her research.

4. Results and Discussion

The study investigated “The Effects of Hindi Dubbed Cartoons on the Behavior of Children in Lahore”. The main purpose of the study was to analyze that cartoons can change the behavior and attitudes of children and also find the physical and psychological effects of viewing cartoons. This further documented the impact exposure to Hindi Language on children and also documented the extent of time children spends in front of television and find out whether Hindi Cartoon Channels creates violence among children.

Sample data has been analyzed separately such as (survey and focus group) to examine each hypothesis. As the study discovered the association between the Hindi dubbed cartoons and its affect on behavior of children. Therefore statistical test Chi-Square was used. The outcome of Chi-Square for each hypothesis is summarized in the following section.

5.1 Hypothesis Analysis for Survey

Hypothesis 1

H₁: Children who watch Indian cartoon channels are more inclined towards Hindi language.

H₀: Children who watch Indian cartoon channels are not more inclined towards Hindi language.

Test Statistics

Chi-Square	Df	P-Value	Conclusion
68.040 ^a	2	.000	Significant
Total	150		

Table 5.1

Chi-square value in the above table shows that null hypothesis is rejected at 5% level of significant. Therefore, an alternative hypothesis is proved in accordance with the above mention hypothesis which states that the children are inclined towards Hindi language which they hear in Hindi dubbed cartoons. According to parents it means that the children language is affected after watching Hindi Dubbed cartoons.

Hypothesis 2

H₁: Heavy viewing of violent cartoons is creating aggression in children of Lahore.

H₀: Heavy viewing of violent cartoons is not creating aggression in children of Lahore.

Test Statistics

Table 5.2

Chi-square value in the above table shows that null hypothesis is rejected at 5% level of significant. Therefore, an alternative hypothesis is proved which states that

Chi-Square	Df	P-Value	Conclusion
43.000 ^a	2	.000	Significant
Total	150		

Heavy viewing of violent cartoons is creating aggression in children of Lahore. Therefore both the alternative hypotheses have been proved that violent cartoons have impact or create aggression on children.

5.2 Hypothesis Analysis for Focus Group

Hypothesis 1

H₁: Children who watch Indian cartoon channels are more inclined towards Hindi language.

H₀: Children who watch Indian cartoon channels are not more inclined towards Hindi language.

Test Statistics

Table 5.3

Chi-square value in the above table shows that null hypothesis is rejected at 5% level of significant. Therefore, an alternative hypothesis is proved that the children are inclined towards Hindi language which they hear in Hindi dubbed cartoons. According

Chi-Square	Df	P-Value	Conclusion
36.100 ^a	1	.000	Significant
Total	40		

to children their language is affected after watching Hindi Dubbed cartoons.

Hypothesis 2

H₁: Heavy viewing of violent cartoons is creating aggression in children of Lahore.

H₀: Heavy viewing of violent cartoons is not creating aggression in children

of Lahore.

Test Statistics

Table 5.4

Chi-square value in the above table shows that null hypothesis is accepted. Therefore, an alternative hypothesis is rejected. Therefore, the null hypothesis that states Heavy viewing of violent cartoons is not creating aggression in children of Lahore is

Chi-Square	Df	P-Value	Conclusion
9.000 ^a	3	.029	Not Significant
Total	40		

accepted. So it is concluded that for children heavy viewing of cartoons do not create aggression in them.

5.3 Discussion and Analysis

The basic purpose of this research was to analyze what media is showing to children especially in terms of Hindi dubbed cartoons and how children's life especially their language is being affected by such content. Thus the results shows that viewing Hindi dubbed cartoons do affect the children and also create aggression among them.

The study also supported by two theories i.e Cultivation analysis and social learning theory. Children's behavior do affect by watching Hindi cartoons as well as their language is also affected by using same Hindi words they hear in these cartoons such as vishwas, parivar,

sundar etc.

Moreover the findings also supported by the previous studies as well. As Sahifa Mukhtar (2010) explained that consciously or unconsciously children are using Hindi words in their routine life without realizing the fact that our own mother language is being suffered a lot and if we see the history the most successful nations never compromise on their language. Language is rather an identity for a nation and the negative impact of Hindi dubbed cartoons can be propaganda so that they progress day by day by promoting their culture and values by showing their tradition through cartoons.

This was an unexplored area in Lahore, Pakistan so the research was attempted to fill the gap. It is also noticed that children who view television too much especially cartoons are more psychologically and emotionally affected along with physical problems such as brain and eye injuries.

According to Parents they think that children have created their own fantasy world. They walk and talk like cartoons. Even now they love to act like cartoons. They dress up like cartoons. Children love to watch cartoons and they assume themselves as Doremon, Oggy and other characters and they love to act like them. Bangladesh has banned these cartoons because majority kids were addicted to Doremon. They have

created their own fantasy world where they have make friends with whom they talk and play. Heavy viewing of cartoons evokes desire in children to look like cartoons. Girls are more keen about fashion as compare to boys. Boys are more towards technology and gadgets. Children wish to have powers and friends just like Doremon and Ben 10 so that their life becomes easy.

In view of the results and observed facts it has been summarized that television content is affecting the daily life of children. They behave violently and aggressively and even their language is affected by watching Hindi dubbed cartoons. Majority of children buy expensive cartoon accessories and children love to act like cartoon characters. It is observed that children prefer to watch Hindi dubbed cartoons rather than English cartoon channels.

5. Conclusion

In the light of findings it is concluded that the impact of Hindi Dubbed cartoons creates violence and aggression and it also affects the language of children living in Lahore. Television has a great role in developing value systems and changing behavior. Everything shown on it influences the child's perception either in a positive or a negative way. It may affect child health and mental approach. Cartoons are the most favorite thing for children to watch. A child understanding of the world is deeply influenced by what cartoons portray to the world as. Some cartoons such as Ben 10, Pokemon etc may include an element of violence in children. It

takes the opinion of both children and the parents in order to investigate the affects of cartoons on the behavior of children in Lahore. The researcher adopts cultivation and social learning theory to relate the present study with the facts that the media cultivates the minds of children and their social behavior.

The first hypothesis was accepted according to parents and children that children who watch Indian cartoon channels are more inclined towards

Hindi Language.

Second hypothesis was accepted

according to parents only that heavy viewing of violent cartoon is creating aggression in children but according to children heavy viewing of violent cartoon is not creating aggression in children so the hypothesis is rejected. In the end it determines that parents may play an affective role in protecting their child.

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Appendix
(Questionnaire for Survey)

Topic: The Effects of Hindi Dubbed Cartoons on the Behavior of Children in Lahore

1. Are your children fond of watching cartoons?
a, yes b, no

2. Do you prefer that your children should watch cartoons? a, yes b, no

3. Do you allow your child to watch Hindi dubbed cartoons? a, yes b, no
4. How many hours you allow your child to watch cartoons? a, 1-2 hrs b, 3-4hrs c, Any other

5. Does your child watch the same episodes of Hindi dubbed cartoons again and again?
a, yes b, no c, to some extent

6. Do you ever stop your children from watching Hindi dubbed cartoons?

a, always b, never c, sometimes

7. Do they like violent cartoons?

a, yes b, no c, to some extent

8. Do they throw things after watching violent content in Hindi dubbed cartoons?

a, yes b, no c, to some extent

9. Do you think television is the reason of spreading violence and aggression among children?

a, yes b, no c, to some extent

10. Do you agree that parents can play an active role in shaping the daily routine of their children?

a, yes b, no c, to some extent

11. Does your child have created his/her fantasy world after watching Hindi dubbed cartoons?

a, yes b, no c, to some extent

12. Do you think their fantasy world have affected their original lifestyle? a, yes

b, no c, to some extent

13. Does your child speak Hindi Language in their daily routine?

a, Yes b, no c, sometimes

14. To what extent your children speak Hindi words in daily routine?

a, always b, never c, sometimes

15. Do you think speaking Hindi words in front of relatives affects the image of your child?

a, yes b, no c, to some extent

16. Do children imitate abusive language used in cartoons in their daily life? a, Yes

b, no c, to some extent

17. Does your child use Hindi words while speaking with family and friends?
a, yes b, no c, to some extent
18. Do you think Hindi dubbed cartoons effects the studies of your children?
a, yes b, no c, to some extent
19. If YES, does it affect their socialization?
a, yes b, no c, to some extent
20. Do your child behave like the cartoon characters after watching Hindi dubbed cartoons like Doremon,Ben 10,Pokemon etc?
A, yes b, no c, to some extent
21. Does your child attitude and behavior changes after watching Hindi dubbed cartoons?
A, yes b, no c, to some extent
22. Does your child like to buy cartoon accessories? a, yes b, no c, to some extent
23. Does your child force you to buy expensive cartoon accessories/toys? a, yes
b, no c, to some extent
24. Do they buy cartoon products/series every time they visit market? a, yes b,
no c, to some extent
25. Do you agree that parents may contribute in changing their children social behavior?
a, yes b, no c, to some extent

Personal information

1, NAME (Optional) _____

2, QULIFICATION

3, GENDER _____

4, LANGUAGE PREFERENCES:

1. ENGLISH 2, Urdu 3. PUNJABI

(Questionnaire for Focus Group)

**Topic: The Effects of Hindi Dubbed Cartoons on the Behavior of
Children in Lahore**

1. How often do you watch cartoons?

- a. a, often b, sometimes c, never

2. Which cartoon channel do you watch the most?

- a. a, Hindi Cartoon Network b, Hungama c, Pogo d,
Nickolodean e, Any other

3. How frequently do you watch Hindi dubbed cartoons?

- a. a, often b, sometimes c, never

4. How much time do you spend in watching Hindi dubbed cartoons?

- a. a, 1-2 hrs b, 2-3hrs c, Any other

5. Which Hindi dubbed cartoons you like the most?

- a. a, Doremon b, Oggy and the cockroaches c, Ben 10 d,
Pokemon e, Any other

6. Do you like Doremon cartoons?

- a. a, yes b, no c, to some extent

7. Which cartoon character you like the most in the episode of Doremon?

- a. a, Doremon b, Nobita c, Shazuka d, Jeeyan c,
Suniyo

8. Do you like the music of Doremon?

- a. a, yes b, no c, to some extent

9. Do you like the dresses/costumes of Doremon cartoon characters?

- a. a, yes b, no

10. Do you want Doremon as a friend in your life like he helps Novita in his problems?

- a. a, yes b, no c, sometimes

11. Why you want Doremon as a friend in your life?

a. _____

_____ 12. Do you like gadgets?

a. a, yes b, no

13. Do you like the gadget which was shown in the episode?

a. a, yes b, no c, to some extent

14. After watching this episode do you see these types of dreams?

a. a, yes b, no c, sometimes

15. Do you share your things with your friends like Novita shares his gadgets with his friends?

a. a, yes b, no c, sometimes

16. Do you help your friends when they need you in their problems?

a. a, yes b, no c, sometimes

17. Do you care about your parents like Novita cares about his parents in the episode?

a. a, yes b, no

18. Identify the Hindi and Urdu words from the following list:

a. 1, Sappai 2, khuwab 3, Tak jak 4, wishwas 5, yakeen 6, rajkumar 7, sunda8, khoobsurat

19. Which is the main element you view in cartoons?

a. a, Action b, Humor c, Story d, Character e, Any other

20. Which cartoon accessories you like the most in Hindi dubbed cartoons?

a. a, Dresses b, Geometry boxes c, Bags d, Lunch Boxes e, Toys

21. Do you buy those accessories?

a. a, yes b, no

22. To what extent do you like the dresses of the cartoons shown in the Hindi dubbed cartoons?

a. a, often b, sometimes

23. Which type of cartoon actions/scene do you like?
a. a, comedy b, action c, love d, all of these

24. Do you like to play with knives, guns, swords any other stuff in real life?
a. a, yes b, no

25. Do you think bad people should always be treated with force?
a, yes b, no c, to some extent

26. Do you like to act as cartoon character?
a. a, yes b, no c, sometimes

27. How often do you use Hindi words in daily life?
a. a, often b, sometimes c, to some extent

28. Do you use the language which you hear in such cartoons with your family and friends?
a. a, Always b, Never c, Sometimes

29. Personal Information:

1, NAME (optional) _____ 2,
GRADE/CLASS _____
3, GENDER _____
4, LANGUAGE PREFERENCE _____ 5, AGE

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- a. ENGLISH
 - b. URDU
 - c. PUNJABI