

## **Impact of Japanese Cartoons on Primary School Going Children: With Special Reference to Doraemon**

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**Abstract:** *The satellite TV revolution and the overpowering presence of Japanese cartoons in Indian market cannot be ignored. Cartoon channels have wide viewership among children in India and there is no denying of the fact that Japanese cartoons enjoy an appreciably high position in our children's list of favorites. This study will present the impact of Japanese cartoons on Indian children. The paper focuses on children's understanding of these programmes they watch and the cause for being fanatically attached to their favourite cartoons or their characters. Various child psychology aspects such as Cognition, Emotion and Gratification will closely be identified and analysed, which children are endowed with, through these programmes. It examines the popularity of Doraemon in particular, vis a vis other cartoon programmes.*

**Keywords:** *Cartoon, Cognition, Emotion, Gratification, Impact.*

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### **I. Background**

Doraemon, the all-time popular classic Japanese cartoon series famous with kids all over the world, created by Hiroshi Fujimoto and Motoo Abiko first appeared as a comic book in 1970. The adventures of Doraemon is about a robot sent from the 22<sup>nd</sup> century by Nobita's future generations who are suffering from poverty due to Nobita's folly, lack of intellect and shortsightedness in his contemporary times. This robot sent to Nobita back in time to his school days, helps Nobita to be smarter and successful in his daily ventures. The adventures of Doraemon contain hundreds of wonderful short series and also long episodes of exciting stories. Doraemon comic series have gone viral since its inception. Forty-five volumes of the Doraemon comic series had been published as of December 1999. Besides, 19 full-length books, which were the basis for the Doraemon movies were afloat in the market and today, 1.5 million to 2 million copies are sold each year. The Doraemon production house is always attentive and receptive to issues all around the world and not only Japan's, which is why its faithful child audience has transcended borders. The creation has been loved by children of all nationalities. Doraemon has surpassed from being just a comic production to become one of Japan's goodwill ambassadors. Besides being an indispensable favourite among children in every household around the world, Doraemon Education Fund in Vietnam and the Doraemon Fund-Raising Campaign to help provide relief to victims of the recent earthquake in Turkey are initiatives that have successfully helped giving it a philanthropic image and to find a place in the hearts of people all around the globe.

### **II. Introduction**

In the eighties and the nineties the Walt Disney productions and a few other prominent cartoon shows like Tom & Jerry, Popeye, Bugs Bunny, etc clearly had an outstanding clout in the children's entertainment market. However with the satellite TV revolution, the overpowering presence of Japanese cartoons in world market cannot be ignored. Today there is no denying of the fact that Japanese cartoons enjoy the highest position in our children's list of favourites. Few popular examples are Doraemon, Sinchan and Ninja Hattori. Playgrounds look deserted and the streets without kids even after school and on holidays. All of them are but surely glued to their TV sets lapping up their favourite shows, and unanimously enough, the one favourite of the favourites, Doraemon. It is no longer surprising to observe how effectively these Japanese cartoons serve as babysitters if Mom wants to finish her chores in peace. These programmes and among all, Doraemon, is one tried and tested single medicine for crying, noisy, unwilling to eat, mischievous or destructive little children

One thing that has enormously fascinated all children is Doraemon's collection of over 1,800 secret gadgets. Most of the children who watch the series have been inspired by these devices: a tiny propeller, which when placed on his head, becomes a personal copter enabling him to fly: a wherever door through which he can walk to wherever he wants to go; and his four dimensional pocket, which houses his endless assortment of gadgets. Every child when he looks at birds flying wishes that he could fly too. Any child is super fascinated with the idea of defying gravity, vanishing on a finger snap and appearing in his dreamland, have whatever he wishes in the blink of his eye, be all powerful to beat up the strongest of adversity and basically in being one with super human qualities. He dreams of the same in his sleep. This is why Doraemon's story is so close to every kid's heart anywhere in the world. Doraemon offers him the answer for all his questions and fulfils

everything that a child would want, through Nobita and his gadgets. Every child fits himself or herself in the shoes of Nobita and completely lives the story. He easily imagines himself living in a dreamland where Doraemon and his folks live.

With a little research it has been revealed that Japanese cartoons are gradually but firmly capturing the child entertainment market in India. Western productions earlier had a monopoly in the market which is why people who grew up in the seventies and the eighties remember only a few popular shows like Mickey and Donald, Tom and Jerry, Spiderman, etc. However when Japanese cartoons went global, children found them fresh and different, more interesting and catchy, more informative, relatable and of course, of myriad diverse varieties to choose from. To most of the children in India, Japan is the land of Doraemon, Shinchan, Ninja Hattori, Pokemon and so on.

### **III. Objective Of The Study**

1. To understand what is so magical in Doraemon that children are fanatic about.
2. What impact does it have on the personalities of today's children?
3. To understand the affecting parameters obtained from this creation.
4. To generally understand the time spent on watching cartoons by children.

### **IV. Review Of Literature**

In Asia, Japanese comics and animation have been very popular and influential from the 1980s to the present. In the beginning Doraemon was called Doraneko meaning a ding-dong cat. Later on, in order to have it possessed with human personality, he named it "Doraemon." Doraemon got its popularity all over, the world through its Chinese made merchandise. Fusanosuko (2004) reported that the globalization of Japanese manga can be broadly categorized into two major regional areas, Asia, and Europe and the United States of America. According to the recent report published about the sales level of Japanese manga cartoon show, Fusanosuko (2003) reported that the gross sales from manga publishing were 2.3 trillion yen. Other sources of manga cartoon proliferated after 1980s when this form of entertainment started receiving popularity from all around the world. Doraemon was a classic manga in Eastern Asia particularly in Singapore, Taiwan, Korea, Hongkong and China. Though Doraemon was being aired in some areas of Europe, the level of popularity was not as high as it was in East Asia. To add on, some Western TV stations restricted the broadcasting of this show as they grew concern about whether the western viewers will feel the cultural resemblance with this unique show or not (Fusanosuko, 2004).

Researchers have published many books and articles about Doraemon, "The Way Nobita Lives", one of the writings, is about anatomizing how the protagonist Nobita turns into a man who marries Suzuka and lives a happy life from the elementary school student who is lazy and spineless. 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 phenomena of the brand Doraemon for developing the exterior or interior decoration. It has replaced the United States as the world's largest exporter of comics and animation. Children from the Asian countries are crazy about Japanese cartoons.

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 (Allison, 2002). Merchandise of Japanese cartoon characters, such as Hello Kitty, Doraemon, Chibimaruko-chan, Crayon Shinchan, Sailormoon, Dragonball, Tare Panda, Pokemon, and Digimon is very popular among Asian children and young people. Asian businessmen also make use of Japanese cartoon characters to promote their products or services. Doremon series are based on moral values like-honesty, hard work, respect for elders and the value of friendship. But a number of them also cater to issues like global warming, endangered species of animals, dinosaurs, flat Earth theory and pollution are depicted in a very attractive and easy to grasp manner. Particularly in East Asia and South-East Asia, Doraemon is the new big thing among kids and young youths. This global hyperbole of the brand Doraemon actually justifies the Tokyo government's decision to declare Doraemon as the anime ambassador for Japan (National, February 2013) This cultural hype is not only bound within the geographical territory of Japan, rather it went beyond and covered almost all part of Asia and some part of European and American market. The popularity and impact level of Doraemon have penetrated wide that the government in Bangladesh has banned Hindi-dubbed broadcasts of the Japanese manga "Doraemon," citing fears that its explosive popularity will stop children from learning their native Bengali language. Bangladesh is particularly sensitive about the cultural influence of its giant neighbour India with millions of households preferring to watch Hindi-language television beamed in via satellite.

### V. Method

In survey research, a questionnaire is an instrument that is comprised of a set of questions to be asked to the participants of the survey. Sir Francis Galton, an English polymath, introduced the use of the questionnaire in surveys. Questionnaires usually ask questions that elicit ideas and behaviors, preferences, traits, attitudes and facts Here the method adopted for research was survey. Survey was conducted by asking questions through questionnaire regarding quantitative information. A set of questionnaire were distributed to 150 numbers of primary school going children of Kolkata. The questionnaire was a mix of close and open ended question.

| Gender | Total | 5 to 8yrs | 9 to 12yrs | Family Size small | Family Size Big |
|--------|-------|-----------|------------|-------------------|-----------------|
| Girls  | 68    | 37        | 31         | 66                | 2               |
| Boys   | 82    | 40        | 42         | 77                | 5               |

**Table 1 : Respondents Profile**

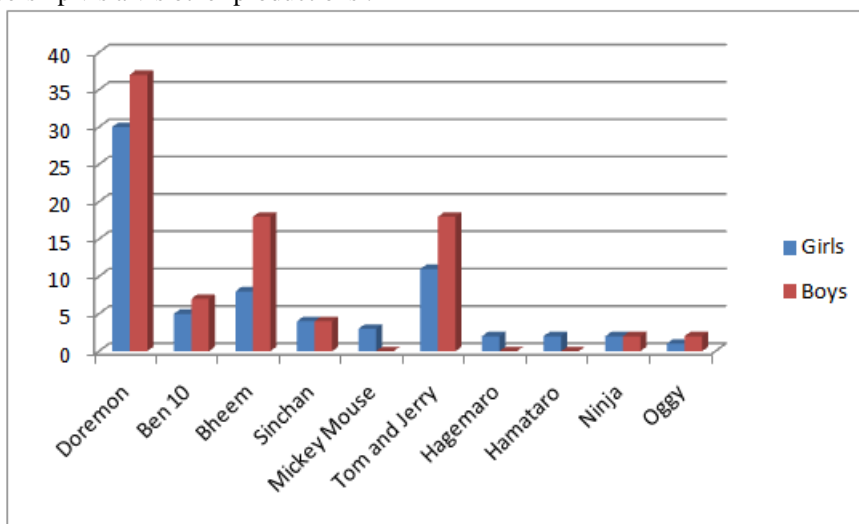
### VI. Analysis And Discussion

In the technologically advanced age of today, one external medium that is playing a major role in character building is Television. Since this research will focus particularly on psychological parameters, both constructive and destructive, that take shape during childhood when one’s character substance is highly malleable to be wrought into any shape, one overpowering agent that immediately takes charge as a stimulant of prime importance is cartoon shows on television.

It is important to understand how children acquire the skills that enable them to understand television. As we all know children viewership of cartoon channel is enormously high. Bandura describes social cognitive theory as the reciprocal action between environment, behavior, and cognition, so does media psychology evaluate the interactive process of the system. Here we will discuss the reason for watching a particular show leaving behind other shows. In this research we have found that children are enthralled watching Doraemon.

The statistics reveal the following:-

Doraemon viewership vis a vis other productions :-

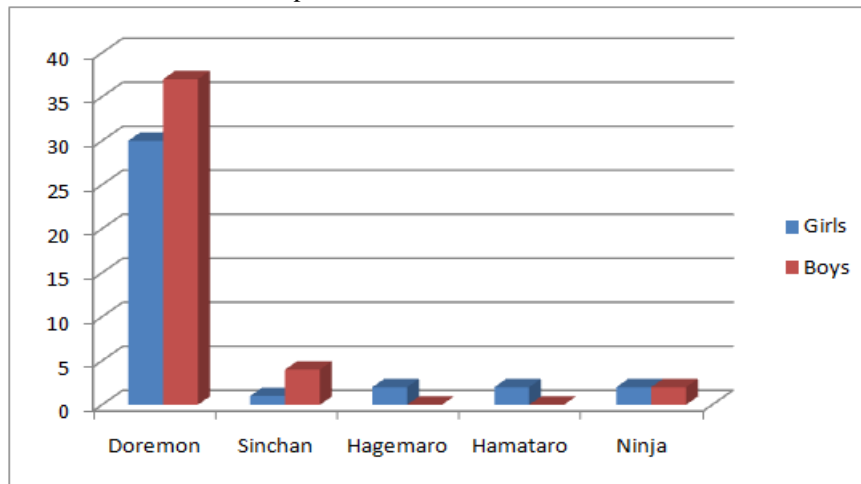


**Figure 1**

The study reveals the fact that the most popular cartoon show among all the respondents is Doraemon. This particular show is admired by both boys and girls. However, the ratio of boys is higher than girls. This creation has clearly captured the hearts and inspired dreams of children around the world because it consists of all the quintessential attributes of a typical cartoon show like surreal and magical objects of loud colors, fantastical settings and dream like situations that also inform the children of all things that they may always have wanted to know. The story flow fetches children to a world away from the realistic world where one is able to fly, change the shape of objects, weave magic to attain whatever desired, for example, fascination of the tool from Doraemon’s four-dimensional pocket on his stomach, and so on, all happening to an ordinary school going kid Nobita, the protagonist, who every child can identify with and can very easily imagine being in his shoes. One very important aspect to note here is that the situations depicted in this cartoon show comprise of simple, clutter free environment very easily understandable by children where the relevant nuances and situations in the story easily and clearly stand out, that impresses the child immediately. For example a clip showing Doraemon

and Nobita walking in the street will only have a couple of trees and one house as a backdrop, so that the child is not lost in the background clutter while he is involved intensely in following the story. This is a crucial aspect that is taken care of so that the child's attention is not divided and his involvement in following the story is well arrested.

Viewership of Doraemon vis a vis other Japanese cartoons:-

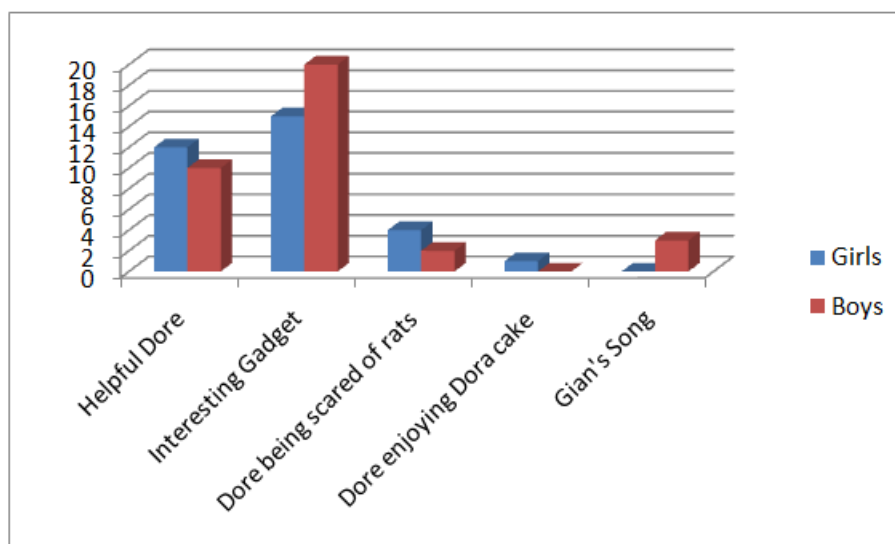


**Figure 2**

**Cognition:** Cognitive development among children involves the progressive building of learning skills, such as attention, retention and processing of information. These crucial skills enable children to process the sensory information they experience and eventually learn to evaluate, analyze, remember, make comparisons and understand cause and effect. Although some cognitive skill development is related to the child's genetic makeup, most cognitive skills are learned.

All elements depicted in every story, such as history, contemporary happenings, knowledge and moral lessons come through to grab the child's focus and his assimilation with incredulous ease, to possibly make a profound long term impact on his personality, which still is in the mode of taking shape. Even the voice characteristics of each personality are distinctly different individual trademarks, and any child could tell one character from the other merely by listening to conversations. The exaggerated loud visuals and sound effects are crucial elements that clearly influence the minds of the young. Cognition among these children who have been watching Doremon is high. Their interest in Doremon gadgets leads to scientific thinking, the process of acquiring knowledge by the use of reasoning, intuition, and perception.

Interesting Attributes of Doraemon :-



**Figure 3**

We can identify that many children like acts of helping, sharing, donating, co-operating, and volunteering exhibited by their favourite cartoon character Doraemon. Prosocial behavior is one of the important attributes which children have admired and imbibed depending on their degree of maturity. Prosocial behavior can be broadly defined as any voluntary behavior intended to benefit another person. The connection between cartoon viewers and cartoon show is content. Children can gain maximum positivism through television only when they watch programmes with positive content. They also have the ability to identify the best gadgets of all. The ability to retain or recall all the working of these gadgets is itself an acquired learning process which is slightly higher in boys. The magical gadgets produced by Doraemon for every problem have intrigued them the most. The fondness towards these gadgets is almost the same among both boys and girls. The graph clearly depicts that the boys are more inclined towards gadgets. Few children take pleasure in watching Doraemon's fear for rats and love for Dora cake. Gian's madness for singing and his song "Main hoon Gian..Main bada surila hoon" is rather popular among boys although they don't like his bullying attitude. Doraemon apart from being a sophisticated machine with infinite solutions, is also very human in his behavior. This is brought out clearly in terms of friendly and amiable conduct amongst not only children but also amongst elders in the house as well as the neighborhood. A noteworthy aspect to this magical robot is that even his devices often fail, conforming with human quality of erring, which goes very well with the empathizing children viewers.

Doraemon stories hint deliberately and purposefully on issues that have moral and ethical connotation. This is why even the elders in the house praise this show and encourage children to prefer watching Doraemon against many other shows, hence enhancing its viewership in a big way. The many issues hinted at in this show are informative in interesting ways that includes environmental issues, parental care, history, archeology, geology, genetics, moral science, biology, etc. Since these vital subjects are showcased, coated with comic humour and loud fun, Doraemon became best of all friends of children viewers'.

### **Emotion**

With rapid innovations in the world of technology, children's love for screen viewing cannot be ignored. While watching their favorite cartoon show they develop or experience emotional empathy with the character they like the most. Cartoon show plays a pivotal role in today's children socialization. Children at a tender age identify and differentiate basic emotions. School going children easily identify emotions displayed by various characters on the show they watch that pursue them to love or hate these characters. One of the first skills of emotional competence is the ability to recognize emotions in others. Children who are compulsive viewers of their favourite cartoon show are emotionally connected with the characters. Children repeatedly get influenced by these characters and they start emulating them. Children also develop the ability to identify and differentiate basic emotions such as happiness, sadness, and fear experienced while watching it on television.

Doraemon's stories are very simple to comprehend, about challenges faced by a school going child. Every child wishes that his daily challenges like home work, his regular compulsory glass of milk, green vegetables in every meal that are not palatable to him, bullies in school or in the neighbourhood that keep troubling him, teacher's complaints, Mom's strict instructions, and innumerable others, could be tackled or eliminated without much ado. These are the very same challenges that every child faces every day. It is a known fact that every child is troubled by a bully (akin to Gian in Doraemon) within his circle, who he dreads, irrespective of his age or his size. Hence when a child sees Gian troubling or hurting Nobita, he feels a pang of anguish. And when Nobita gets even with his bully with the help of Doraemon and his gadgets, the child feels delighted and relieved. He eagerly wants and totally relishes seeing Nobita win over Gian as often as possible. Hence when a child sees how Nobita is helped by Doraemon, his magical robot, in sailing through every such challenge, he feels elated. Emotional empathy is typically construed as a developmentally acquired skill, dependent on a child's ability to recognize what emotion the other person is feeling.



Every such Nobita's bid to overcome challenges with the help of Doraemon is presented in interesting and humorous ways, involving adventurous trips, games with friends in the neighbourhood, interaction with other interesting funny characters, etc. All of this is presented with a backdrop of colourful environs and hilarious exhibition of exaggerated expressions, for example, any character in distress is shown with tears profusely flowing out of the eyes like water flowing out of fountains, as shown below in the picture clip.



Learning empathise or sharing emotions with others is a part of what makes children effective social agents. Empathetic children are more sensitive to others and are more likely to engage in socially desirable behavior in groups.

Regular situations and plots depicted in almost all the episodes of Doremon increases the social emotional connection of children, few examples of which are enumerated below:-

**Situation 1.** Nobita's mother being concerned about her sons studies,

**Situation 2.** The school teacher punishing Nobita for not doing his homework,

**Situation 3.** Sincerity of Suzuka and Degisuki,

**Situation 4.** Mischief of Gian and Sunio,

**Situation 5.** Pranks of Nobita with the gadgets of Doraemon ,

**Situation 6.** And finally the heroic or savior act of Doraemon ,

Children within the age group of 5 to 10 years easily relate themselves with the first four situations through emotional empathy. A tit for tat prank played by Nobita with the help of Doraemon gadgets gives him the power to come out victorious.

**Gratification:** It is the pleasurable emotional reaction of happiness in response to a fulfillment of a desire or goal. Gratification, like all emotions, is a motivator of behavior and thus plays a role in the entire range of human social systems. Children derive psychological benefits from cartoon programs because the fantasy contained within them gratifies certain inherent needs peculiar to childhood. This is because it is during childhood that the energy and impulsiveness which form the basis of the child's personality are socialized to conform to the ideals of society. Because cartoons do not depict the consequences of violence, children use them as a way of escape from the real world where the consequences of violence are felt. At same time children tend to use the aggression when they watch cartoons. Children appreciate cartoon programs better than others because cartoons have special attributes. This is important because young minds lack the ability to sort out relevant information from a scene and discard what is irrelevant depending on their age. Children are able to immerse themselves in the fantasy world of cartoon characters with total ease and without a sense of guilt.

In the case of Doremon, Nobita the protagonist of the story always finds himself powerless when Gian and Sunio picks up fight with him for no reason. It is merely with the help of Doraemon's gadget Nobita is able to win over both the notorious brats. The moment of victory is gratification for all those children who relate themselves with the character of Nobita. Also affective disposition theory states that people enjoy "rooting for" characters depicted as good and moral. Children experience gratification when good things happen to characters with "good" morals and also when bad things happen to "evil" or "bad" characters. They are so much absorbed in the story, that they often find it difficult to come out from the world of fantasy which they believe it to be real. This cartoon show is aired dubbed in Hindi, hence reaching every household in every corner of the subcontinent and to every class of population. The voice over characteristics and dialogue delivery of every character are tailor made to sound like members of a middle class family. Gratification obtained through cartoon is the vicarious experience, the idea of living through the characters portrayed and imagining ourselves in their lives by adopting the characters' perspectives.

The most common dialogues are:-

Nobita's Mom – Nobita.... Tumne apna home work kiya?

Nobita's Mom - Nobita.... Jab tak tum apna homework nahi karte tum khelne nahi jaoge!

Nobita - Ma..Main ghar aa gaya!

Nobita - Mujhe bachao Doreamon..., Please mujhe koi gadget do Doreamon....!

School Teacher – Tumne apna homework kiya Nobita, Aaj phir late aaye tum Nobita..!

Gian – Aaj phir meri mom ne mujhe mara hain aur mujhe bhi kisi ko marna hain..! Ab mujhe acha lag raha hain..!

Sizuka – Nahi main nahi aa sakti..main apna piano practice kar rahi hu.

Every child can easily identify himself/herself as a character in the story. The words used and the sentences framed are straight from a contemporary household that has a busy but a vigilant father, a mother who is a closely monitoring strict administrator, growing up children busy coming up with mischief one after another, and their fantastical dreams being realized with the help of a magical robot who has a solution for every problem. It is a perfect concoction of the goings on in a middle class family anywhere in the world. This is where this particular creation has nailed it and occupied a special place not only in the hearts of children, but also in the hearts of the elders in every household.

**Impact**

Children who watch Doremon have several reasons for liking the show. This was found after analysis of the questionnaire, where children opened up their hearts to jot down every little thing they liked about their favourite cartoon show.

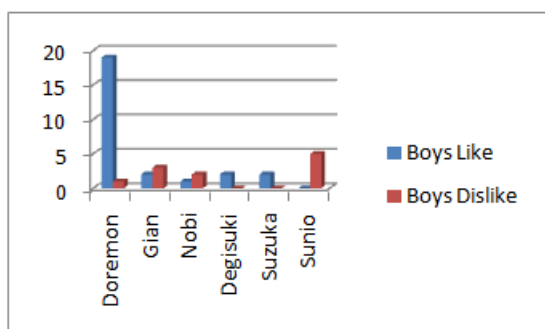
The impact elements of Doremon revealed from recorded statements of children are enlisted below:-

- Change in attitude and behavior.
- Influence and Imitation of characters they love
- Influence on buying accessories that carry an impression of animated characters.
- Ability to recollect characters.
- Abhor intimidating characters.
- Fondness of pretty face and good personality

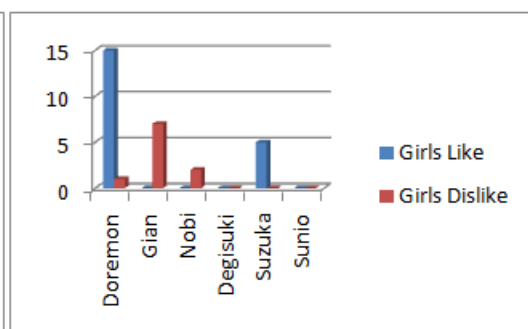
The information below reveal impressions created in the minds of the children by various characters in Doraemon after a limited survey.

**Table 2. Likes and Dislikes.**

| Name        | Sex | Std | Likes  | Dislikes  |
|-------------|-----|-----|--|---|
| Sagnik      | M   | I   | Like - Suzuka for her simplicity,                                    | Dislike - Nobita for his foolishness.                               |
| Abhirup     | M   | I   | Like Nobi -I wish he becomes the best boy,                           | Dislike - bad people like Gian                                      |
| Argho       | M   | II  | Like when Nobi uses gadget for good work,                            | Dislike - Nobi when he hate study.                                  |
| Arish       | M   | III | Like-Doremon and his gadgets,  | Dislike Gian- he is dominating.                                     |
| Romit       | M   | III | Like Nobi, I wish he scores high in exam,                            | Dislike Sunyo ..he is a liar  |
| Sarthak     | M   | III | Like - Degisuki from Doremon,  | Dislike - Nobita  |
| Utsav       | M   | IV  | Like Dore, wish dore will make nobi realise the importance of study, | Dislike - Nobi  |
| Subhajit    | M   | V   | Like - Suzuka,   | Dislike- Gian, wish that his mom scolds him for beating his friends |
| Baivab      | M   | V   | Like Doremon,wish he helps nobi always,                              | Dis- Gian, fights for no reason                                     |
| Parna       | M   | V   | Like - Doremon 's helping nature,                                    | Dislike - Sunio n Gian they disturb Nobi                            |
| Simpy       | F   | I   | Like - Nobi,he wins over Sunyo n Gian.                               | Dislike - Gian singing.   |
| Mitali      | F   | I   | Like - Suzuka,Good in studies,                                       | Dislike - Nobi,he is lazy   |
| Shristi     | F   | V   | Like - Suzuka is beautiful and intelligent,                          | Dislike- Gian he is always hitting nobi.                            |
| Maitri      | F   | III | Like - Suzuka,   | Dislike..Nobita   |
| Sonali      | F   | III | Like - Suzuka, I wish she becomes a princess,                        | Dislike - Suneo , I wish he does not have costly toys.              |
| Sneha       | F   | IV  | Like- Suzuka , I wish to be pretty like her.                         | Dislike - Sunyo, wish he will not show off.                         |
| Jayeeta     | F   | IV  | Like - Degisuki from Dore,   | Dislike - Nobi  |
| Anisha      | F   | V   | Like - Dore Nobi friendship,   | Dislike - Sunyo proud   |
| Malvika     | F   | V   | Like - Doremon, I wish he help Nobi always,                          | Dislike – Gian’s anger  |
| Khushi Hari | F   | V   | Like - Dore 's Doracake,   | Dislike - Nobi..crying.   |

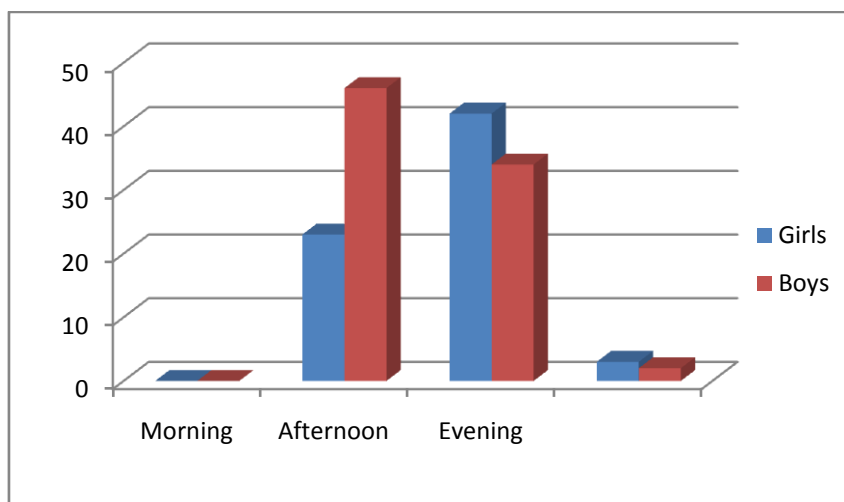


**Figure 4:** Admired Characters of Doraemon (Boys)



**Figure 5:** Admired Characters of Doraemon (Girls)

The graphical representations justify, that among all characters Doraemon is the most admired and loved character by both genders. Characteristic display appeals every individual differently. Also a lot differs with gender, family back ground i.e parental education, economic status, urban, and rural. Thus, accordingly child has his or her own perspective in liking or disliking a particular character. Cartoon programmes have intruded into a child's life to the extent of disturbing his or her prescribed activity schedule that includes time for meals, academics, extra-curricular activities, games, etc. These activities, or better termed as exercises, comprise a complex matrix of learning that lays the foundation for personality building, of character growth. This foundation or fabric of learning and personality building is rather fragile in its nascent stage, for the growing children, and must be well guarded against obstructions and disturbances to ensure that it stands the test of time. Hence when it is observed that a child is habitually spending time watching his or her favourite cartoons too often, to the extent of distracting the child from engaging with other essential exercises as mentioned above, through the course of the day, guardian's intervention is required for correcting the child.



**Figure 6:** TV viewing hours

The graph above suggests that the majority spend their evenings watching cartoons, during specific time slots permitted by guardians of course. However here it is also observed that there are families where children are spending time watching cartoons at various times of the day outside the prescribed, which clearly warrants correction and deliberate monitoring.

## VII. Conclusion

We have Television channels which exclusively cater only for children. Almost all children watch cartoons regularly, according to their preferences. This study has revealed the fact that with the localization of series of foreign cartoon shows the popularity of cartoons has multiplied. Among all, Japanese cartoons are leading and the most popular show is Doremon. All elements depicted in every story of Doremon, such as history, contemporary happenings, knowledge and moral lessons come through to grab the child's focus and his assimilation with incredulous ease, to possibly make a profound long term impact on his personality, which still is in the mode of taking shape. Each character in Doraemon is created uniquely with each one owning his/her distinct behaviors and idiosyncrasies. All these characters are engraved in the mind of our children. They oftentimes believe these characters to be real and at many occasions try to emulate them. The impact of cartoon viewing is powerful, to the extent that these children want to meet the characters so that they can interact. Even the voice characteristics of each personality are distinctly different individual trademarks, and any child could tell one character from the other merely by listening to conversations. The visuals and sound effects are crucial elements that clearly influence the minds of the young. Study portrays that children are fascinated by cartoons in different ways.

Therefore having built this knowledge base, it is important that parents and societal administration and other regulatory bodies are cautious responsible in allowing only the non destructive and only the morally right content to be at the disposal of our children. Their change in behavior, perception and attitude under the influence of these programmes must be closely monitored and rectified whenever and however required. Parents being the first teachers of children, must assume liability prioritize and appropriately regulate them and to train them to watch quality programmes. Television as a medium of information is certainly here to continue in a very big way and its power will only grow with time. Its impact being multifarious in the way it affects children's understanding, attitude and ethics, ought to be handled vigilantly and meticulously.



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