

## Children Are Trapped In The Illusion Of Cartoon Channel

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### Abstract

It is not necessary to say that how much the children are interested in watching cartoon and shows on T.V. Actually watching episodes on T.V. is not bad .now we are living in the world of information and Technology .The Television programs are not the only reason for brighter and more empathetic generations but it is a good start. It is said that the children are being enriched in school as well as at home in front if their T.V. is an important step to making strong ,smart, caring and innovative future adults.

We can see and remember that the children are watching ‘Tom and Jerry, Loony Toons ,Dore-Mon, Sinchan, etc. on T.V. We know that they are too much attended towards these cartoon. Now a day the cartoon have drastically changed over the years but have their effects on children. They are becoming more and more violent, aggressive and addictive .They are totally under the illusion of the cartoon .

Actually the children have their own power of thinking .They have not shut their eyes .They are eager to see watch ,listen ,try any thing they want .Then grasping power is very sharp .If the children are impacted and affected by watching the cartoons on T.V. channels who is responsible to that? Is it the parent ,the children on the cartoon creators? Had the parents are not very careful about their children ? on the cartoon creators have taken negative roll?

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**KEYWORDS :-** Cartoon, Illusion , Children, Media

## Introduction

**Hello Sahil, will you change the channel, his mother was asking him as she and other members wanted to watch the T.V. program 'Bade Ache Lagte hai'. Sahil neglect changed the channel not listen to her voice ,she ask him again and again but in-vain Sahil was watching his favorite cartoon episode Dore-Mon on T.V. totally concentration was at his favorite hero "Dore-Mon" the helper of (guide) Nobita . Sahil is representative of the young children from up to 5<sup>th</sup> years old. Not only the children from the ages of 6<sup>th</sup> months old .but elder boys and girls watching the cartoons very enthusiastically every where in India.**

Watching the cartoons or episode on T.V. is not positive or negative but it is unfortunate when the children watch or see the material that is not appropriate for there age group. Too much watching cartoon on T.V. is more likely to have mental , psychological and emotional problems even the physical injuries on eye. Most cartoons today are almost fully educational channels like Noggin and Nike Jr. host an array of shows geared of teaching toddlers important life lessons. Shows like Dora the Explorer and Go Diego Go teach toddlers about caring far and helping others Nihao, kalian teaches children problems slowing .Lazy Town teaches the importance if eating healthy and exercising as well as begin considerate of others.

Toddlers to days are more informed than toddlers from decade ago. The toddlers and others children are kind , more creative. They care about helping others animals ,and environment .there are impacts on all round development of child of so many things like relationship , the culture ,social environment and economical conditions in which the child lives or watches watch or see on the T.V. the circumstances effects the behavior of the children, and they become more aggressive, violent, addictive or disobedient. The cartoons like superman, spider man, have the common massage of begin super hero. Japanese cartoon poke-man drew word wide attention after multiple cases of children suffering seizures after watch in the episode were reported (warner 2004) parents began to wonder how the cartoons their children watched affected their mental development. while the cartoon Tom and Jerry, Loony Toon's have something in common ,and that violence ! Tom is always trying to hurt and catch jerry even though he is usually the one that get injured.

The cartoons through the messages , heroes action or dialog affect the children attitude .it may be harmful and harmless that touches to the minds of children .the most of children are active, sensitive there physical and mental development grow with age and experience they knew the difference between main program and an advertisement .they are able to classified program to episode .it is very difficult to say what the children see are watch on the T.V. in absences or there parent as per interview of Asia Regional voice president of kids channels only50%of children watch cartoons on T.V. so it is very difficult to say the effect on those children as there where no parent present that time. Actually the responsibility of parent what there child is watching on T.V. the parent and

schools teachers may an important part in caring and watching children but when there are unable to do this the child may be aggressive, violent .

### **What is Cartoon?**

Cartoon is a form of two dimensional illustrated visual art while the specific definition has changed over time modern usage refers to a typically non realistic or semi realistic drawing or painting intended for satire, caricature or humor or too the artistic style of such work.( A artists two creates cartoons is called a cartoonists ). The term cartoon originated in the Middle Ages and first described a prepare story drawing for a piece of art, such as painting, fresco, tapestry or stained glass window . In 19<sup>th</sup> century, it came to refer to humorous illustrations in magazines and news papers. And in early 20<sup>th</sup> century and on words it refer to comic strips and animated films.

Actually the word cartoon has origin in Italy . (the Italian word ‘Cartons’ and Dutch word“ Karton”). A cartoon is a full size drawing made on strong paper as a study or model painting, stained glass or tapes ting. Cartoons were used in the production if foresees to accelerate link the component part of the composition when painted in damp planted.

Cartoons by painted , such as the Raphael Cartoons in London and examples by Leonardo da Vinci ,are highly prized in their own right. Tapestry cartoons , usually colored , were followed by eye by the weavers on the loom.

Currently he stylistic similarities between comic strips and early animated movies, “Cartoon” came to refer to animation, and the word ‘cartoon’ is used to refer to both animated cartoons and gag cartoons. While “Animation” designates any style of illustrated image seen in rapid succession to give the impression of movement , the word “Cartoon” is most often used in reference to T.V programs and short films for children featuring anthropomorphism animals , superheroes the adventures of child protagonist and related genres. At the end of the 1980s , the word “cartoon” was shorted ,and word “Toon’ came into usage with the live action /animated feature Who Framed Roger Rabbit (1988),followed two years by the T.V. series Tiny Toon Adventures(1990).

### **Cartoons :**

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Actually this word cartoon came from Italian word carton and Dutch word carton means strong, heavy paper or paste board such cartoons have often pinpricks along the out lines of the design, a bag of school. Was then patted on pounced over the cartoon held against the wall to leave black dots on the plaster.

The word cartoon is mostly used in reference to T.V. programs and short films for children teaching Gorilla wild animals, super heroes, the adventures of child protagonist and related genres.

At the end of the 1980 the word cartoon was shortened as Toon and came in to use with the line action.

Generally cartoons were aired on die T.V. Safer thirty years. “Mogali” the hero of “Jungle Book ” was the most favorite hero of the children “Jungle Jungle Bat Chali Hain, Pata Chala Hai” was the sweet and lovely song the music given by Gulgar. Jungle Book had no any live visual cultural refinances still it was referred as classic children literature. No body had discuss for Jungle Book but when “Tom and Jerry, Mickey Mouse, Donald Duck” came on T.V. the audience was very much attractor and fleer These cartons on Indian T.V. had a great audience . ‘

The children were not only familiar with Mickey, Donald, Tom, Jerry their tricks catching each other western house roads, culture, livelihood were very much known.

While scientific, imagination, cartoon like Spiderman, wonderland were very closed the children there cartoons are heat in very house.

No doubt that the cartoon watcher has effected in effluence the majority of the children. She parents are in very much care. They knows that their children are in the illusion of cartoons as Sushama Datar Says, “behavior of the children not depend on the cartoons but an other things. So we can not say whether the effect on children is negative or positives

### **Cartoon Network:**

Cartoons Network is an American cable television network. It is owned by turner Broad casting the Channel was launched on October 1, 1992 after turner purchased the animation studio Hana Burbera productions in 1991. It was seined as a 24 hours out let for classic animation properties from the turner Broad casting libraries. Now this channel serves with various programs to both child and adult audiences respectively it broadcasts many shows ranging from action to animated comedy. Cartoon network was not only the first cable channel to have relied on cartoons to attracts the audience Nickelodeon had paved the way in 1980. Nickelodeon launched three ‘high profile’ animated series 1) Dong 2) The Ren and Stimsy shows and 3) Regrets. The Disney and the family s channel had also included animated shows in their programming. They were only broad cart during the morning or the early afternoon. The prime time and late night TV hours were

reserved for line action programs ; following the assumption that television animation can attract only child audience. While cartoon Network was a 24 hours single generation channel with animation as its main there. Turner Broadcasting system challenges the wisdom before by launching CNN a channel providing 24 hour news coverage and the experiment was successful.

It is said that the children did not use their mental skills in watching the cartoons. But the message are shutdown on the viewers, Jeron Siger Stated that the children and the effluence a cartoon channel.

### **There are some advantages and disadvantages too in watching the cartoons.**

The children are children they have not closed their eyes? They are very eager to pee watch and listen any thing their grasping power is very sharp. They may watch the cartoon but not for long time watching too much T.V. or unlimited shows is not beneficial for both parents and children. So it is the duly of the parents to take care of their children they should be provide another play material or may be engaged in another work children can not disallowed to watch cartoons there are so many parents who provides new CD's and cassette to their children. But they should be very careful that the children are not wasting their too much time in watching the CD's and cassettes.

The marketing of cartoons has become over powers hang in the world and so has the subliminal massaging the children are watching the cartoons on the T.V. and they are seeing the material that is not appropriate for their age that is not appropriate for their age, is not a good thing.

There is unexpected risk of having mental brain and emotional problems along with physical problems like eye injuries.

### **Advantages**

#### **Cartoons have drastically changed over the years but have their effect on children :**

Cartoon are the most consistent transmitter of the civilizations cultural values.

The child development theory strongly supports Norman Cousins pretension in of the role T.V. cartoon plays in relation to the evolution of the cultural environment as proposed by ( Media philosopher Marshall McLuhan in the preface to his classic 1963 . "Medium is the Message," recounts that prior to writing the cultural environment was primarily oral- an environment that hanged dramatically during the Plato with the predominance of the written word as purveyor of the cultural

Son heats compare some older cartoons to their replacements Looney Toon's & Tom and Jerry both have something in common that most Toon's today do not have violence Tom is always trying to hurt and catch sorry even through he is usually the one that gets injured and while E coyote getting smashed by avails so what message do these cartoons send out that its only funny until someone gets hurt, then its hilarious is that the message you want your children to receive most cartoons today are almost fully educational channels like noggan and nick Jr. host on carry of shows geared at teaching toddler important life lessons shows like Dora the explorer and go Diego go teach toddlers about caring for and helping others and they introduce them to the Spanish language.

NiHao Kai Lan teaches children chine and problem solving white hazy town teaches the importance of eating healthy and exercising as well as being considerate of others. The list for educational shows on television is endless.

Toddlers today are more informed than toddlers from decades ago before reaching even preschool level.

They are shown that violence is not okay and thought to care about and was to help other people and animals the effect of cartoons on toddlers has gone from being a negative one only offering distraction homer to becoming positive by teaching them about love life and being kind heated humans not saying people who watched Looney Toon's as a child turned out to be negative destructive people the fact is that cartoon craters have taken the negatively and violence out of their shows and as for as most can see it has made a positive difference in our youth toddlers and other children this day and age are kind more creative individuals they care about helping others animals and the environment something that most of us as children knew little about.

Television programs are not the only reason for brighten and more empathetic generations but it is a good start making certain that children are being enriched in school as well as at home in front of their TV is an important step to making strong, smart, caring and innovative future adults.

### **Disadvantages**

#### **Mental and Psychological effects of the cartoons on the children**

Children watch too much cartoons on T.V. an more likely to have mental and psychological emotional problems.

The U.S. surgeon general David Satchev which report on adolescent violence in 2000 stated that more aggressive behavior in young child en life is caused by frequently watched T.V. that in corporate violence in it. This has become a public health issue and because of the research findings the America psychological Association passed resolution in February 1955 informally broadcasters and public about the dangers violence on the T.V. has on children and three major effects have been prove. The child

may become less sensitive to the pain and sufferings of others, the child do not fear violence nor bothered by violence in general.

The child become aggressive or we harmful actions to words others it also effects brain of for children. The Japanese episode Pack monster now renamed as poke-man drew world wide attention after multiple cases of children suffering seizures after watching the episode were reported parents began to wonder how their children watched the cartoons affected their mental development.

Dr. Dimitri Christlike specialty that the speed of the images displayed could affect children brain today chiropractic 2004.

### **Effect on children's Behaviors-**

Many people complain that certain T.V. episodes are having negative effect on their children. The American Academic of Pediatrics AAP and American Academy of child and Adolescent Psychiatry AACAP both feel that T.V. does inference the behavior of children as group as one year old.

Children who watch shows in which violence is very realistic frequently repeated or unpunished are more likely to imitable what they see stales the study of AACAP. The also stresses the need for parents to keep a close eye on what their children watch. They must be there the AACAP states to explain that the cartoon character or actor that was shot has not been harmed, but would actually be seriously injured or die in real life. The young children are very impressionable they pay more attention to the effect of T.V. on children in their daily liners a young brain manipulate by Jazzy visual effects can not divide attraction to listen carefully to language T.V. is a very quick medium message are shot at the viewer as if by an automatic raffle. Their mend must be equally as quick to interest the message and with such a two mini mind many messages are miss interpreted.

### **Audio and Visual effects of cartoons**

Many cartoons are parked with many controversial to picks such as violence and sexuality. The message, may not be purposely placed but the message are same homes the result of an oversensitive parent or a misunderstanding many parents may be shirked to learn that cartoon makers are intentionally brainwashing their certain dream by secretly placing messages never to be deciphered by the conscious mind. This practice is known as subliminal messaging. Sublimated messaging means, as deformed by the American heritage Dictionary Belong the there shoed of conscious perception, imaginative to produce conscious awareness but the to evolve are [ Pee Wjat Tjos means in the world of mass medicine in advertisers and pro grammars are shipping in messages that you act upon and do not even realign that you are doing it and they are doughty it to children.]

There is no official law to stop it In 1958 the National Association of Broad casting pressured the Federal Communications council (FCC) to make subliming messages

illegal, the FCC revised of policies on the motels, The new code notes: Any technique where by an attempt is made to one new information to the listener by transmitted messages below the there shoaled of normal awareness is protected (FCC Intermission Bulletin-7) This was away limits the use of auditory subliminal messaging There is no legislative law passed restricting the as of visual co-increment of the Subconscious, which remains legal to day.

Many acts of accused subliminal messaging are easily replanted by a Simple coincidence. Such as the in famous Disney stories when with 1990's Consertike Christian groups much as the American life league accused the children's entertain meant giant of placing Subliminal messages of a Sexual mature in its films. In the more, The licking, The hoard S-E-X is spelled out by plying such as simple on the ground. There was also the incidence of a phallic symbol being placed on the cover of The Little Hermaid's video tape box. There can be explained as an accident or a coincidence that just slapped by, there acts of subliminal messaging are purely international.

The use of subliminal messaging has bean almost eliminated because technology her advanced to where home viewers are now able to search what they are watching frame by France . The Animators are now cautious to avoid such images in creator since we are net meant to know, will we ever know it are and our children are since brain washed?

### **Risk in child safety:**

Now a days he can speech children's cartoon's that the cartoon characters sampling, falling from very high places, then come down without any trouble. Parents feels very happy with there cartoons as there is no violence or sex . These taper of cartoons fair to watch for your children? Exactly non so, for example, en-every episode of loony tunes there is a short clip wise E coyote trying catch the Road Runner. And in every clip wile E. coyote in some shape reams to fall off a diff or simple have one of his inventions beak fire and cancel a mass explosion. Yet he manages to collect his teeth dust him, self off and get up for another attempt to catch the Road Runner. At the young age these false since of reality offer there. It has been proving that children on average.

Watch four hours or T.V. a day , the rash of injury rose by about 34% in the children shaded.

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 favorite write hero do in the cartoon . The high speed flashed of High or rapid color changes are able induce see injuries is venerable indene speech Rapid chasing stomach can play have with the special cells with Ratine called roads and cones that help the eye transmit visual information is the brain.

So just because the cartoons your children are watching do not show sex or violence doesn't mean that they are innocent an increase of 34% not a small jump when talked about the injuries and children.

There are many cartoons that they spread good messages to the children and society cartoons like "poppy of seller, gave a very happy and hope the message to the parents. These children who were hesitating their meals were ready to eat offer meals were ready to eat offer watch this cartoon.

The cartoon \ puppet "Sasemi Street" its Indian print GaliGali Sim Sim' became popular in the society.

New cartoons like, 'Bal Ganesh, Bal Hanuman, Choate Bhim, Bal Krishna' etc. had a great cultural, his tonic and social good effects of children' there Indian cartoons are the substitute to " Superman Spiderman etc.

As Sushama Datar says , the children's behavior depends on so many other things hence it is difficult for parents to pay that cartoons effects the children is the out causes of children's behavior. We cannot label it out the cartoons."

### **Marketing practices of companies that Produce children cartoons :**

What is one of the best ways to sell a product Many will respond make it accessible to children surprise by this response? Nearly 2 billion dollars is doughtily spent on advertising to young consumers in America alone. Nearly 30 billion dollars are racked in annually from children 4 to 12 years of age and the numbers get even higher with age children are no longer viewed as vulnerable human beings that need to be hunted now a days companies are increasingly viewing kids through an economic loan this is because children are easy to take advantage of A child will see an item that they want and will throw a complete tantrum until their parents give up and purchase it this is a marketing companies dream come true president of Shalek agency kids are very sensitive to that if you tell them to buy something they are resistant but if you tell them they all be a dark if they don't you have got their attention marketing companies can open up emotional vulnerabilities and its very easy to do with kids because they are emotionally untenable cartoon companies are the most common companies that one tapping into this new trend it is literally impossible to walk into any store today and not see any licensed cartoon merchandise from playing cards to toothpaste these companies have covered every angle possible by doing this it makes it impossible for a child to walk a store and not want a specific item cartoon can are also known to advertise their object in between television shows the commercials are designed to have to child infatuated with the object and wanting it as soon as possible with such devise these companies are using today it is quite understandable why these companies bring in billions of dollars a year.

### **Conclusion:-**

Does watching cartoons on T.V./or T.V. shows give young children seizures?

The cartoon \ puppet “Sasemi street” its Indian print GaliGali Sim Sim’ became popular in the society.

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The new England Journal of medicine released study in july2004 Found that most children who suffered Seifures from Jabaries episode” pocket monster” (non Poke man) in December 1999 had epilepsies, or some other underline condition that would have caused development of sequels, regardless of whether or not they saw that program..

Most eye specialists agree that watching T.V. is not days to the eyes as children watch in the right-conditions. The room should not be pitch black and the children should not sit closer that face feet away from the screen. Sitting in a dark room or closer than fine feet will not danger the eyes, but will result in eye fatigue watching T.V. not mere than 3 hours daily is not harmful to the children watching T.V. but more than 3 to 4 hours daily had a rash of developing deficit disorder as the study dome by children’s Hospital and Regional medical center of Seattle .

So it will be helpful to the percents that they should take care of their children and see that they are watching T.V. from the suitable distance, from the screen, to sit in proper conditions. Affect allotted depends in the children what see or watch.

### **Where there is risk, parents must be there with their children.**

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