

Impact of Hindi Language Cartoons on Pakistani Children

A Research Study

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Chapter I: Introduction

Language is an essential part of any society, it is one of the basic foundation on which the society's norms, values and culture is built. Language is also considered as a basis of identity; through which individuals identify themselves as a part of a larger group.

In the current era of the information age where mass media shapes and preserves the cultural values in a society and because of globalization and easy access to information everyone is touched to some degree or the other by the messages of the mass media.

For young children and teenagers cartoons are the most preferred form of entertainment, every child watch cartoons as they are fun and entertaining; some of the cartoons are humorous and others are adventurous depicting superheroes with superpowers fighting the evil and saving other people, cartoons are a form entertainment, education, and sometimes a form of ethical education for the children.

Children in Pakistan are no different; with the growth of the cable TV almost every household in the country has access to television and programming from all over the world, a total of 85 satellite TV licenses were issued between 2003-2010 and PEMRA issued 2500 cable TV licenses in the same period of time (**PEMRA, 2010**) and because of the demand for entertainment for children every cable operator provides different cartoon channels to its customers. The language barrier and increasing demand which Pakistani media industry failed to bridge; cable operators started telecasting Indian cartoon channels as well as Hindi dubbed cartoons to its customers all over Pakistan.

Impact of Hindi Language Cartoons on Pakistani Children

Cartoons has been a part of traditional folk-life in India, for example during the festival of Dasherra, as a part of rituals, Ravana, the evil demon king is drawn in cartoon style, According to Indian mythology, Ravana was believed to have intelligence of ten heads but at the same time he was very foolish. So cartoonists reflect his true self- Ravana with ten heads. The effigy of Ravana is burned every year with great enthusiasm during a religious festival signifying victory of truth over evil.

This study is based on how Hindi cartoons impact the language of children and teenagers, How it affects our culture and the mental capacities of children, their beliefs and cultural understandings. Typically children begin watching cartoons on television from the very early age of six months, by the age two or three children become fervent viewers.

Children in Pakistan are now addicted to these cartoons and are regular viewers of these channels. Cartoons which glorify Hindu mythological characters such as Hanuman have a bad impact on the minds of young children because of the religious as well as violence factors in them.

Television seems to become a growing source of parental verity; parents worry most of the amount and kind of programs shown. Unfortunately children watch cartoons on television they see material that is not appropriate for them. Mental and physiological effects on children who watch cartoons from the time children start school to the time that they graduate they are mentally so absorbed by these programs that it has become a permanent part of their personality.

Because language constitutes an important part of the culture both for Pakistan and India, therefore language plays an important role in shaping the society and is also closely linked to religion in both the countries.

Historical Background of Cartoons

Although cartoons really became popular in the 20th Century along with the embellishment and popularity of the film and newspaper industries, this important art form is thought to have been around for many thousands of years.

Ancient drawings and painting are found all over the world on caves and rocks. Using paint and charcoal, cave artists drew what was important to them and their daily lives. They produced pictures of animals, tools, hunting scenes, people, and performing rituals. Ranging from simple to extremely complex, cave painting was a way for early people to leave a record of their world and daily lives.

In later centuries, other societies, such as the Mayans and the Egyptians, carved intricate cartoons into solid rock. In fact, the languages of these two peoples were represented by figures of animals and people carved into their tombs and temples.

With technological improvements, so did the mediums used for cartoons. In the middle ages, monks painted very lively, intricate pictures to illustrate early books. Cartoons were also used by painters of frescos and sculptors during the 15th and 16th centuries. The artists sketched their ideas and designs on paper first; sometimes these drawings would be the same size as the finished project, and could therefore be very large.

Through the 17th, 18th and 19th centuries, this art form became an important part of the printed world, being used to illustrate stories in books, magazines, and newspapers.

Today, cartoons can be seen everywhere. In addition to books and newspapers, cartoons can be found on billboards, posters, television and movies. Businesses such as Disney are solely based

on cartoons and cartoons are now considered an important medium of communication loved by all age groups around the world. (**History of Cartoons, Wikipedia**)

Statement of the Problem

Cartoons in Hindi Language are damaging the Pakistani society, changing the language of the children of the country and introducing religious traditions and Hindu mythology through the use of language by presenting the children with colorful cartoon characters.

The children of Pakistan are slowly adopting the Hindi language and getting influenced by Hindu culture and religion which is an alarming situation for the whole society.

Objectives of the study

The objectives of the study are to find:

1. Identify the scale at which Hindi Language cartoons are popular amongst children.
2. The change in language of young children.
3. Extent to which the Hindi Language is currently used on daily basis in households by children.

Significance and Scope

The study is useful to help parents save their children from the damaging and lasting effects of Hindi cartoons as well as for media outlets looking for new media niches and media products which are in demand and currently unavailable in Pakistan. This study is also useful for policy makers and researchers for further understanding the phenomenon through the finding of this study.

Research Questions

The Research questions for this study are the following:

- How much time children spend watching Hindi Cartoons?
- Are children adopting the Hindi Language from Hindi cartoons?
- Do children use Hindi Language phrases in their daily routine?
- Are parents concerned with this phenomenon?

Hypothesis

Hindi Language cartoons are modifying the language of children in Pakistan.

Definition of Terms

For the purpose of this study the following terms are used regularly and will mean as defined under:

- **Children:** Pakistani Children aged between 3-10 years.
- **Cartoons:** Cartoon programming shown mostly on television.
- **Hindi:** Official Indian Language.
- **Character:** Different characters in the cartoon shows.
- **Media:** In this study media refers to TV unless stated otherwise.