**ROLE OF CARTOON ANIMATION IN IMPROVING CHILDREN PERFORMANCE**

**MUHAMMAD ISMAIL**

**(ST/CS/ND/20/282)**

**A SEMINAR REPRESENTED TO THE DEPARTMENT OF COMPUTER SCIENCE, SCHOOL OF SCIENCE AND TECHNOLOGY, FEDERAL POLYTECHNIC MUBI, ADAMAWA STATE, NIGERIA**

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**Abstract**

*Children are like white papers. You can draw on it, which behavior and personality. Children are accepting any influence and information affecting his character in the future. Cartoon is what attracts the children shapes and most their behavior. Cartoons are one of daily habit of children. But cartoon effects the children negatively and positively. Hence, to know how cartoon impact to children. Therefore, this research has been conducted to study the effects of the cartoon on children. This paper consists of a comprehensive study of existing literature regarding what and how cartoons affect to children.*

**Keywords***:* Cartoons, Children, Impact, Performance.

# Introduction

A cartoon is basically a drawing based on reality but expressed according to the will of the artist. It can be a film, little video or movie as long as it contains animation. Usually, it is targeted at children though there are some targeted at adults these days. Due to research on the educational benefits of cartoons to children, they (cartoons) are being used more and more in the education industry. Children are drawn to cartoons due to the bright colours which communicate better than words. Children learn via the use of the senses so sight, taste, touch, hearing, and smell pass messages. Most of us can still remember important moments of our childhood via sensory inputs. Moving pictures with such bright colours capture the imagination of children and pass across messages.

In present there are lot of entertainment ways to enjoy children’s leisure time. Among that, watching cartoons are the most favorite article. The advancement of technology has led children to reach their imaginary cartoons. It is happening a primary activity to some families. The cartoon scene is created using delightful characters. Light Color is used to attract children's aspirations to watch cartoons (Cantor, 2018).

In 2002, the Disney channel on one’s own announced that the channel at that time broadcast to 80 million households within the United State, that become approximately 75% of the total population. Likewise, within the world have in home access to satellite and another television for watch cartoon programs (Christakis et al., 2014). This has become a teaser for the brain. Because many kids around the globe are progressively addicted to cartoons and Television shows. Kids are like clay. They are modeled according to the surrounding setting in which they reside. They are fun through the cartoon program. But it can affect both methods for kids. That's both positive and negative. Children can confuse themselves with cartoons with their own true lives. Development of the financial stress and relationship in households around the globe, the availability of open sources, which are playgrounds, have dramatically reduced children's ability to remain in the house with their relatives as a friend, teacher and entertainer (Dhangsubhuti, 2016).

Nowadays, children's physical activities have been restricted by excessive monitoring of cartoon programs. According to research, lots of children are watching cartoons in the morning before going to school, as soon as they come home after school, weekend morning and evening, and also children do not like the news, long movies and scary pictures. Watching the cartoon influences the behavior and attitude of children which are their liking and disliking, way to behavior with their friends, way to talking and way to dressing. It also has a heavy effect on children’s language and the way of eating. Children recognize their social relationships and reflect the beneficial and negative ways they have shaped their lives (Fleischer, 2010).

Walt Disney Production and some other great cartoons such as Popeye, Tom & Jerry, Bugs Bunny, etc. The children's entertainment was the slap in entrepot. Moreover, with satellite TV development appear in Japanese cartoons in the world market, cannot take snap one's fingers. Japanese cartoons are today on the top of our children's favorite list. Popular examples of Japanese cartoons are Doraemon, Ninja hattori & Sinchan. Consequently, playground, streets look sequestration without children even after schools and holidays (Cantor, 2018).

**Literature review**

Due to the research of Kapelian (2009), shows that cartoon Network has a strong impact on schoolchildren. Their lifestyle, dress, aggression and aggressive behavior have contributed to them. From their study they found that Over 80% of children spend time watching cartoons. 84% of them are children's favorite cartoon channel is “Cartoon network”. 65.2% of school children spend their leisure time watching cartoon on a daily basis for hours 1 to 3 hours a day.

Moreno et al. (2009), found that 78 percent of kids are like to wear dresses of cartoon characters. Moreover, about 44 percent of children like to buy distinct appliances relate to cartoons and 39.9 percent of children buy these stuffs. Reference 5 study concluded that both male and female observing cartoon characters were identical. Hence, there was no significant change in the cartoon based on gender. In the study, significant differences between children's favorite cartoon groups were determined. Many boys play violent cartoons, and girls enjoy more educational, emotional, and talented cartoons (Keogh & Naylor, 2015).

All people know that cartoon channels audience is children. But nowadays for marketing TV channel shows many adults advertisement in cartoon channel. Children watch the advertisement and want that things. Every parent want that their child take food properly, but today’s child want chocolate, drinks etc. Marketing companies open up emotional, vulnerabilities. They are emotionally in vulnerable and are very easy with children. Şengül (2011), some food advertisements are telecasted for an example Bunty chocolate marketing with pictures of Ben Ten. The use of cartoon among children has been critically discussed by many researchers. Cartoon has broad range of content being broadcasted which include sexual, violent, alcohol and so forth. There is a good side of the cartoons. Cartoon can be funny, educational and can open up new worlds. Cartoons with a pro-social message, there are some of the measures that can affect the audience for a positive lifestyle change (Sinor, 2011).

It is true that animated cartoons have a positive social impact on children. It works as an important socialization and educational tool. It has helped children to broaden their understanding of the world in which they live. It gives them the opportunity to learn the values of the nation and culture in which they live, Civilization of other countries and children. Parents have used animated cartoons to baby-sit. They have also been used to provide entertainment and relaxation to children. They help children to release stress and tension.

This is because successful cartoonists rely on three key tools to make their impact successful. These are personal conviction, humor and societal consciousness. Animated cartoons are influential tools of communication, so their ability to impact values and viewpoint in the minds of mainly children and readers. The educational puppet cartoon series, Sesame Street, launched its campaign. According to Dhangsubhuti (2016), since children began watching cartoons, 81% of children are interested in creative subjects and also 73% of children are sensitive to others. In other hand, a positive cartoon could be applied to teach a kid. It can teach how to control crossness, obey to adults, talk with polite way, help to helpless, give the youth a hand and how can be conflict organized in a collective way etc. There is a learning process that is performed by watching cartoons (Moreno *et al*., 2009).

Considering life experience a well-built cartoonish incidence can teach child how to be a good person, how to check the problem in a scientific manner. And also, these cartoons show the dangers of the surrounding environment like electricity, road accidents, fire services and How should you act during a wound? Can take advantage using 3D animation between cartoon films and real human behavior. Children interest in cartoon, it can use for improving their communication skills. Sinor (2011), has demonstrated it using cartoon creation tool. This tool also can explore children’s changing issues in their life. Especially when used cartoon characters can be effective in getting students attention for some math skills at some age. The United State white house Tasic force and IOM (2006) were recommended that Cartoon characters be used to promote healthy diet in order to prevent obesity. Healthy Habits for life, to encourage young children to adopt a more dynamic and nutritious lifestyle featuring the benefits of fruits and veggies in their daily diet. Animated cartoons designed to encourage British children to eat more vegetables and fruits are at the center of a new health department campaign. Experiments have revealed that cartoons have dramatically increased the consumption of fruits and vegetables in children (Webb, 2008).

Yuki (2019), animation is entertaining, and therefore fun. Also, it can be educational. This research has focused on the development of animated cartoons elsewhere in the world. On other hand all the families are not same level. Some parents took away children to enjoy. But some are not. That children can enjoy entertainment with their favorite cartoon programs. If not like such a way, they feel worry about them. Furthermore, parents are concern that have for the safety of children when watching cartoons in their bedrooms.

## Positive Impacts of Animated Cartoons on Children

Most teachers, if pressed, will relate the difficulty of their jobs, the stress involved, and the burden of unwieldy children. Teaching is a job for the very patient, especially in Nigeria. Due to the difficulties teachers have discovered while teaching young minds, new paths are being explored. Back in the day there were certain prescribed methods of passing information in a classroom. In these day and age, there is available technology. Secondly, the changing mental natures of the next generation require new methods. With these reasons in consideration, these are the educational benefits of cartoons to Nigerian Children.

### **Attention Retention**

In the world we live in today, there are so many external distractors. We are barraged with tons of information on a daily basis. Some parents expose their children to television early and that does not help to grow an attention span. Some kids are born with attention deficit problems, but even without these outliers, the deficit curve is still steep. Educational cartoons are a solution to this problem.

### **Comprehension**

Children learn via the senses, so the best way to teach lessons to those at that age is via the same senses. Cartoons are an easy way to help children understand concepts that would be difficult to explain or pass across any other way. A basic understanding of difficult life principles can be cemented early on through the use of cartoons.

### **Linguistic Effect**

Children are sponges, and they mimic what happens around them. Cartoons can be used to create or change the way a child speaks. When applied early, the child will grow up speaking like the cartoons they watched in their formative years.

### **Moral Education**

Many cartoon stories bear moral lessons. Children learn moral lessons via their parents or the intervention of the teachers in school. Cartoons are a great aid to both parents and teachers to plant the ideas that lead to moral education.

### **Pre-School Education**

Cartoons are an easy way to carry along those too young to be in school. It grabs their attention, thus good use of educational cartoons can pass on nursery rhymes, counting skills, alphabets, and even basic math. Cartoons these days are quite interactive. Such a cartoon can be used to teach physical exercises.

### **Artistic Foundation**

In my last article, I mentioned Jiminy Cricket who was a great influence in my younger years. That cartoon helped foster my growing artistic leanings and encouraged storytelling. Some cartoons can prove to be outstanding examples of creativity and can inspire the children to kindred heights.

### **Cognitive Function**

Kids need to be taught to think, but this is not a skill that can be taught. Fortunately, it can be induced. A child does not learn a solution to a problem until he or she faces the problem. Cartoons can be used to showcase the different choices when facing such problems and their final conclusions. In the 60s and 70s, up to the 90s, we had cartoons that showcased action without conversations. This helped the children watching them exercise their mental faculties to figure out what the stories were about. Such cartoons are a beautiful way to induce cognitive function.

### **Vocabulary**

One of the reasons mentioned on a previous post for the rejection of spongebob squarepants from inclusion on a watch list for children was the language involved. As earlier mentioned, children are sponges and pick up almost everything they come across. Cartoons with a lot of conversations help children learn new words and develop their vocabulary.

### **Language Proficiency**

A scientific study has proven that children pick up anything they are exposed to including different languages. Cartoons are an easy way to aid language proficiency without the aid of a teacher. A French cartoon can be used to lay the foundation for French in an English-speaking background. Same can go for any other language and any other language background

## Conclusion

After this study I discovered that children are highly impact by cartoons. The most parents are not aware of the impact of cartoons. In fact, the difference in violence levels caught the parents unawares. Normally children do not understand that in cartoon everything can happen but in real life it is not possible. But children do not understand that. So, they often engage in dysfunctional behavior. Cartoons have both positive and negative impact. However, some studies have shown that certain media populations are more sensitive to media violence. And also cartoon characters. It always gives children an unrealistic message. Therefore, they believe that if you hurt or kill someone, he would not be in danger. It can be said in view of above mentioned positive facts that cartoon watching is most funny and happy of children. But parents are not satisfied with the good effect of cartoons. However, more experiments are needed to find out how best to use cartoon characters for children.

**Recommendation**

This paper provides appropriate recommendation for the betterment of the society. Parents must make a deliberate effort to monitor cartoons that ensure that children are suitable for their age.

1. The family room is the best location to watch animated cartoons together and speak on the animated cartoons about what your kid sees.
2. Advocate for high quality programmers for children and removal of inappropriate animated/cartoons from the local TV stations.
3. Parents should take interest in combating hyper sexualization in animated cartoon and allow the children to stay young.
4. Air on local stations animated cartoons that have local animated imagery designed to relate to the child’s world or context.
5. Information and Communications ministries should review animated cartoon content before running on TV stations and provide advance clearance in an advisory ability.

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