

## Effects of Cartoon Series on Learning Attitude

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### Abstract

*This study examines how cartoon series affect kids' attitudes towards learning. Exaggerated or more realistic styles are common in cartoons, a type of visual expression that has developed from early sketches in the Middle Ages to powerful media in the present. Under this study, the effects of animated television shows, or cartoons, on students' learning effectiveness, enjoyment, and engagement are under focus. The study uses the Cultivation Theory to investigate how media intake affects children's attitudes towards learning and their long-term views of the world. A sample of 205 kids from urban preschools and primary schools, ages 3 to 7, were included in the study. The results indicate that exposure to educational cartoons is significantly positively correlated with better attitudes towards learning. When it came to learning activities, children who watched instructional cartoons showed greater excitement and interest than those who watched non-educational content. According to the study, instructional cartoons have the ability to improve kids' learning outcomes and experiences. As a result, media creators should concentrate on producing entertaining and instructive content.*

**Keywords:** Learning Attitude, Cartoon Series, Cultivation Theory, Visual Expression, and Media effects.

## **1. Introduction**

A cartoon is a form of visual expression commonly depicted in an exaggerated or partly realistic style, often with animation. Its meaning has evolved over time, now generally referring to either: a visual work or series aimed at humour, satire, or caricature; or a film that employs a series of drawings for animation. Those who create cartoons in the former sense are known as cartoonists, while in the latter sense, they are typically called animators.

The concept of cartoons dates to the Middle Ages when it originally denoted a preliminary sketch for various artworks like paintings, frescoes, tapestries, or stained-glass windows. In the 19th century, particularly with its mention in *Punch* magazine in 1843, "cartoon" took on a satirical connotation in magazines and newspapers. It later expanded to include political cartoons and comic strips. As the medium progressed in the early 20th century, it also encompassed animated films resembling traditional printed cartoons.

In the realm of print media, a cartoon refers to a drawing or a sequence of drawings, typically crafted with humour as the primary goal. Cartoons' origins date to the early 19th century, marked by the debut of political cartoons in newspapers. These cartoons, aimed at satirizing and commenting on contemporary events, gained rapid popularity among readers. Towards the end of the 19th century, animated cartoons started to emerge.

Originally, cartoons served various purposes. In Italy, following the tradition of caricature, cartoons were initially employed in the creation of frescoes, a prevalent form of artwork painted on wet plaster or ceilings. This practice was particularly widespread throughout Italy. As the modern era approached, cartoons evolved into a means of expressing humour, especially in the realm of politics. Over time, cartoons became increasingly satirical in nature. Given their political undertones, cartoons naturally integrated into the culture of mass media.

The inception of satirical cartoons can be traced back to 1843 in *Punch* Magazine, with the creation of "Substance and Shadow" by John Leech, marking an early milestone in the history of cartoons. Cartoons have been cherished by both children and adults alike. They often bring humour and narrate stories, either through sequential panels like comic strips or via animation techniques

seen in motion-picture cartoons. The roots of the modern comic strip trace back to the late 19th century, pioneered by artists like Rudolph Dirks, known for creating the Katzenjammer Kids series for American newspapers. On the other hand, animated cartoons were born in 1907, when French artist Émile Cohl started drawing figures and scenes directly onto movie film.

This study seeks to examine the impact of animated series on learning attitudes. Animated series, commonly referred to as cartoon series, are media productions that can be aired on television, shown in cinemas, released on video, or streamed on the internet. Like other forms of creative content, animated series encompass a wide range of genres and cater to diverse audiences, including both males and females, children, and adults.

Most investigations are provided on the effects that cartoons have on children's domain of oral communication and language development. From a study done on the topic, it was found out that, children who are exposed to a cartoon that has an aspect of prosocial behavior are less aggressive than children exposed to a cartoon without any aspect of prosocial behavior at least in the short term. The focal point to note here is that in the case of watching the prosocial cartoon, the levels of aggression will be different from the pretest. Therefore, we can safely conclude that watching a prosocial cartoon makes a child exhibit lower acts of aggression than when watching a commercial with no prosocial content; watching a prosocial cartoon decreases aggression levels in the long run for young children who are considered aggressive by their teachers (Zhang, 2021).

However, this does not guarantee that the pre-schooler would understand the cartoons that are in English correctly acquire what is seen, heard, and done by the characters on televisions. For the participants, both were taught correct English language. Still, there are some mistakes that they have seen when using speech recognition software. However, all those things can be justified, especially when bearing in mind their age and the level of information they possess. Therefore, English cartoons contribute greatly and can be considered as the additional effective method to use for mastering English language effectively (Trotta, 2022).

That is, in educational implementations, appropriating activities contributing to the enhancement of the students problem-solving abilities and providing them constantly as well as permanently may help the students use these skills throughout their lives (Tanrikulu, 2022). Using cartoon film media as an alternative to new methods in learning student vocabulary using the cartoon film media strategy had an increase or was better with other methods, using the strategy of learning while watching movies also had a significant effect. Big and positive in teaching vocabulary to students. In which the students who were taught with the paired cartoon media strategy had a higher score than the students who were taught without the film media method (Ariska, 2022).

This study aims to the effects of cartoon series on learning attitude. The study is focused on understanding how cartoon series affect students' attitudes toward learning. This might involve looking at whether cartoons make learning more engaging, enjoyable, or effective.

The study will also explore why academic cartoons are selected over other types of educational media. This involves investigating what makes academic cartoons appealing or effective compared to alternatives like traditional textbooks, interactive apps, or educational videos.

## **2. Objective**

- To examine the directional relationship between educational cartoons and the learning attitude among children.

## **3. Research Question**

**RQ1:** Are educational cartoons correlated to learning attitude among children?

## **4. Research Hypothesis**

**H1:** Academic cartoons are correlated to learning attitude among children.

**H0:** Academic cartoons are not correlated to learning attitude among children.

## **5. Literature Review**

Educational cartoons for kids are great for learning and fun to watch. They teach important stuff like reading, science, and math in a way that feels like play. Kids can go on cool adventures and learn new things without even realizing it. So, next time your kids are watching cartoons, they could also be learning big ideas and having a blast at the same time (IJCGA, 2024). During the study it was revealed that the cause for children to watch cartoon for such long hours was, in the current society, families do not spend much time with their children hence, when at home alone they only had to watch cartoons. As it has been analysed, cartoons aid them in gaining new knowledge and language. From cartoons, children were able to learn about certain shapes and colours. They acquired new words, phrases and languages. On some cartoon channels in India cartoons are aired, continuously without any interruption. Therefore, parents must monitor their children frequently regarding the type of cartoons being watched as frequent watching of them may lead effect the behaviour of children or make them anti- social (Sharma, 2020).

Cartoon viewing habits of children affect all the domains of children lives. Children emulate what they see on television and seek to become like the characters they see on the screen. The over-viewing of cartoon channels affects their learning skills and academic performance. Research also shows that children tend to develop aggressive behaviours if they watch cartoon channels. Their attitudes and perception of some of the cultural beliefs, practices and beauty standards transform. Thus, the cartoons are a powerful and strong media which can influence and make changes in the behavior of children (Ahmed, 2020).

Cartoons have always been an integral part of childhood. Since animated films first appeared over a century ago, countless generations of children have been captivated by these magical stories. Many girls have dreamed of becoming princesses, while boys have imagined themselves as brave knights, inspired by timeless classics like Peter Pan, Aladdin and the Magic Lamp, Cinderella, and Beauty and the Beast. Keep up the great work of exploring such nostalgic and imaginative themes! (Nasir, 2024).

Child literacy is one of the main priorities of both federal and private organizations around the world. Literacy among children holistically involves the ability to use language for communication and interaction with other people. Communication may be in the form of reading and /or writing. Such capability in every individual is important for daily social living, since language is the prime tool for an understanding between two minds. Studies have shown that literacy influence an individual's future, because it plays a major role in an individual's employment and opportunity for personal and professional development through basic and higher education (Rajput, 2017).

So, above studies shows the positive as well as negative impact of cartoon on student's language, communication and behaviour but how parents should control the cartoon time for their children. They should limit only the academic cartoons to watch so that it can affect their learning attitude or their academics. Whereas academic cartoons play a vital role in learning attitude of children as it has maximum positive effects on student's learning and achievements in study so this the gap of study.

## **6. Theoretical Framework**

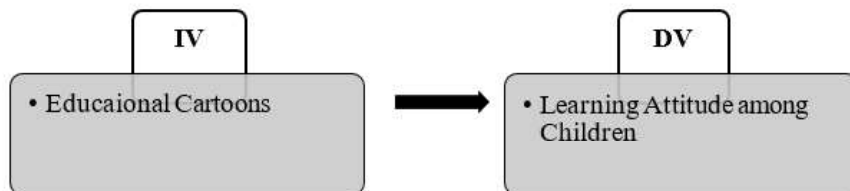
This study applies the Cultivation Theory. Cultivation Theory refers Cultivation theory is a sociological and communication framework that explores the long-term effects of media consumption, particularly television. The theory asserts that individuals who watch more television are likely to perceive reality in ways that align with the portrayals they see on TV, compared to those who watch less television but share similar demographic characteristics.

The theory is based on the idea that constant exposure to television content, with its recurring themes and images, can shift people's perceptions of the world. This effect extends beyond mere entertainment and plays a crucial role in shaping cultural norms by reinforcing common beliefs about reality. Thus, cultivation theory aims to understand how sustained engagement with television programming affects collective viewpoints.

According to this theory, television has assumed a role similar to that of family, schools, and churches in earlier times, serving as a key mechanism for socialization and the transmission of cultural values. Cultivation theory

posits that media exposure influences a viewer's perception of reality, focusing on three key aspects: institutions, messages, and audiences. Cultivation theory argues that media shapes attitudes by reflecting and reinforcing existing societal beliefs, repackaging them in new forms for audiences. A central tenet of the theory is that media, including television, tend to uphold the status quo rather than challenge it. Often, viewers are unaware of how much media they consume, sometimes perceiving themselves as light viewers when they are, in fact, and heavy consumers. The theory asserts that television and media exert a modest yet significant influence on societal attitudes and beliefs. Individuals who consume more media are more likely to be impacted by these influences, so in this study cultivation theory suggest that media shapes perceptions of reality, cartoons can influence how students view learning and education. For instance, if educational cartoons present learning as fun and rewarding, students who watch these cartoons might develop more positive attitudes toward learning.

### **6.1 Conceptual Model**



*Figure 6.1 Conceptual Model*

## **7. Method**

The target population for this study consists of youngster's elderly three to 7 years attending preschools and primary faculties in city areas.

The population was taken from a private school where most of the students came from literate background. Special permission was taken to conduct the survey in that school. The researcher also involves mother and father and teachers of these youngsters to benefit complete insights into the

impact of educational cartoons on mastering attitudes (Banerjee & Chaudhury, 2010).

A sample size of 205 kids is selected for the study. This length is decided based totally on the need to ensure enough statistical power for quantitative analysis while also taking into consideration attainable statistics series and analysis (Martínez-Mesa et al., 2016). The pattern includes a diverse illustration of children across exceptional age groups, genders, circle of relative's sorts, and parental occupations to enhance the generalizability of the findings.

A stratified random sampling approach is employed to make certain that the sample is consultant of the goal population. The stratification is based on key demographic variables inclusive of age, gender, circle of relative's type (nuclear and joint), and parental profession. This method allows in obtaining a numerous sample, making sure that various subgroups are appropriately represented. Philosophy ensures that the research is grounded in actual-international packages, aiming to enhance instructional practices and consequences for children

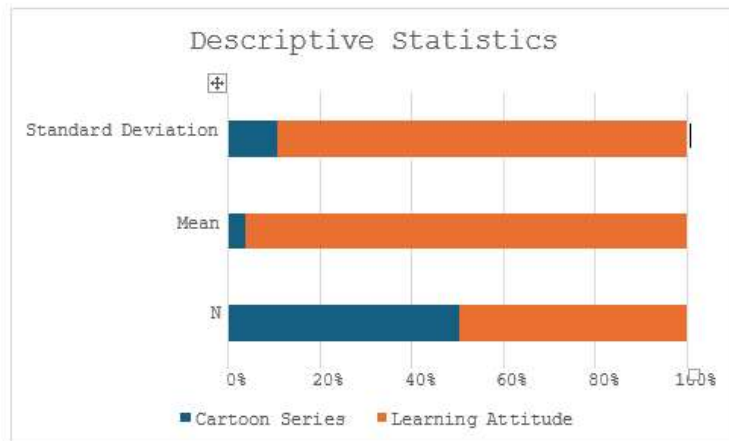
## 8. Findings

**Table 8.1** *Descriptive Statistics of Variables*

<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Cartoon Series	205	0.012	0.0764
Learning Attitude	205	0.317	0.6492



*Cartoon series and Kids*



*Figure 8.1* Descriptive Statistics

The imply cost of 0.012 with a widespread deviation of 0.0764 indicates that the variable measuring cool animated film collection has especially low variability. This shows that maximum of the kids inside the pattern have been uncovered to a comparable range or type of cartoon series. The suggest value of 0.317 with a standard deviation of 0.6492 indicates a mild stage of learning attitude some of the youngsters, with full-size variability.

This suggests that there is a huge range of studying attitudes gift inside the sample, reflecting various responses to the academic content of cartoons. The low mean and preferred deviation for cartoon series publicity propose uniformity within the kind or number of cartoons watched with the aid of the children. The higher imply and variability for gaining knowledge of mind-set mirror a broad spectrum of gaining knowledge of responses, highlighting various influences of cartoons on children's attitudes toward learning.

**Table 8.2** *Correlation Matrix of Variables*

<b>Variable</b>	<b>BI</b>	<b>BE</b>
Cartoon Series	1.00	
Learning Attitude	0.512**	1.00

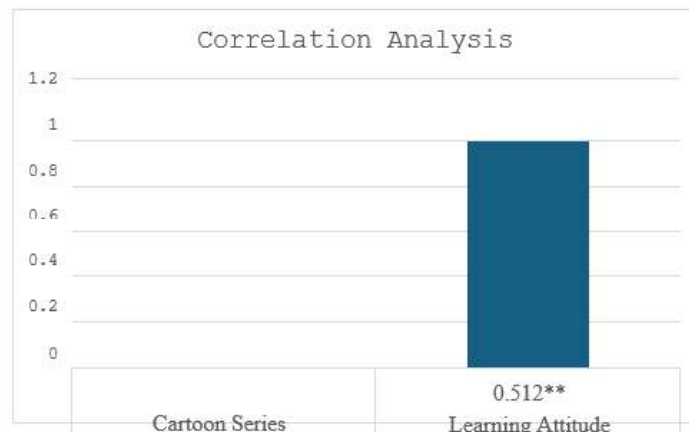


Figure 8.2 Correlation Statistics

The correlation coefficient among caricature series and studying mind set is 0.512\*\*, indicating a moderate to robust nice courting. The double asterisks (\*\*) denote that this correlation is statistically large on the 0.01 level.

A correlation coefficient of 0.512 suggests that as the exposure to cartoon series increases, there is a corresponding improvement in learning attitudes among the children. This implies that the more children are engaged with cartoon series, particularly educational ones, the more positive their attitudes towards learning tend to be. The statistical significance ( $p < 0.01$ ) indicates that the likelihood of this correlation occurring by chance is very low, thus reinforcing the reliability of the observed relationship.

The significant positive correlation between cartoon series and learning attitude underscores the potential of cartoons to positively influence children's learning attitudes. This relationship is robust and unlikely to be due to random variation.

## 9. Discussion & Analysis

The impact of cartoon collection on learning attitudes is a subject of developing interest in instructional psychology and media research. Cartoons have long been a staple of children's amusement, however their effect on gaining knowledge of attitudes, each high-quality and poor, has received improved attention in current years. In this discussion, we will explore the

consequences of cool animated film series on getting to know attitudes, drawing on applicable literature to study how cartoons can shape children's attitudes closer to learning.

Another research conducted by Egounleti (2018), has investigated the connection among exposure to cartoons and numerous aspects of learning attitude, consisting of cognitive development. For example, a study by means of, discovered that children who watched academic cartoons confirmed extra enthusiasm for learning and were more engaged in educational activities in comparison to folks who watched only amusement-cantered cartoons. This indicates that the content cloth of cartoons plays a top-notch characteristic in shaping kid's attitudes closer to gaining knowledge of.

Moreover, the format and presentation style of cartoons also can affect studying attitudes. Research through Rajeswari (2024), indicates that cartoons with rapid-paced visuals and fast scene adjustments may additionally negatively influence kid's attention spans and capacity to awareness on instructional content material. Conversely, cartoons that include interactive elements and encourage lively participation, including asking questions or prompting hassle-fixing, were proven to decorate getting to know attitudes and promote deeper engagement with academic material (Liu, 2019).

## **10. Conclusion**

The study affords sturdy evidence that academic cartoons positively affect children's learning attitudes. These findings have crucial implications for content material producers, educators, and mother and father. By leveraging the instructional capacity of cartoons, stakeholders can beautify children's learning reviews and consequences.

Future studies should intention to cope with the constraints of this study, consisting of the gender imbalance and the limited age range, to provide a more complete understanding of the outcomes of cartoons on gaining knowledge of. Additionally, longitudinal research ought to observe the long-time period effect of instructional media on children's academic and cognitive development.

## **11. Implications of the Study**

Producers of children's media should consciousness on developing instructional content material this is each attractive and informative. Incorporating factors of humour and myth can make instructional cartoons extra attractive and effective. Collaboration with academic experts to ensure the accuracy and academic value of caricature content is crucial.

The study contributes to media results concept by way of demonstrating the fine impact of instructional cartoons on getting to know attitudes. This supports the idea that media, while used correctly, can be a powerful educational device.

Future research can construct on these findings with the aid of exploring the long-time period effects of caricature exposure on academic performance and cognitive improvement.

## **12. Recommendations**

- Based on the study's findings, several suggestions can be made for numerous stakeholders:
- Develop cartoons that combine amusement with academic content, ensuring that they're both engaging and informative.
- Collaborate with academic specialists to validate the instructional content material and make sure it aligns with developmental dreams.

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