



CULTURAL REFLECTION OF INDIAN AND JAPANESE CARTOON PROGRAM

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Abstract

Mass media is one of the effective platforms for various perspectives like education, entertainment and information purpose and it is widely used by many types of audiences for various needs and purposes. These days, mass media is availed for entertainment purpose rather than education purpose, but decades ago, it has been a successful platform to teach and inform the audience in many ways. Currently, the trend/scenario has been changed totally, people learn many values, beliefs and create a lifestyle with the impact of media, and child is not an exceptional one. They learn many values, beliefs, culture and socialization from media, initially elder people in home teaches values and customs of the family, but now the circumstances is replaced by gadgets, media and Internet. They get exposed into many kind of cross culture and they imitate the culture or custom what they view in the screen. This study highlights about the impact of Japanese cartoon programs among Indian Children, they prefer to watch Japanese cartoon programs like Shinchon and Doraemon. The reason behind this is Japanese culture is closely related to Indian culture and children likely to watch Japanese cartoons.

Keywords: Education, Entertainment, Customs, Doraemon, Information, Japanese Cartoons, Mass Media, Socialization, Shin Chan,

Introduction: In contemporary era, media has a great role in cultivating socialization process to the society and among individual, this socializing process creates awareness on various dimensions, especially the culture in society and family. Culture is one of the main important factors for socialization process. A child grows up with the responsiveness of culture and they get trained with the socialization from family, community and individual. The child learns the basic behaviour, trait from their parents, friends and neighbours, in related to this context; the cultural reflection has more impact during socialization process.

Apart from parents, family and friends involve in socializing issues, mass media plays a great role in educating the people in the society. As the primary means of socialization, the family plays a great role in teaching values and beliefs to their children for ex, the studies result evolved that if both the parents are educated, then the children's academics is strong compare to other family. Now the scenario has changed absolutely, the parents are replaced with the screen, a child averagely spend more time before the screen compare with the parents. The children learn socialization process from media; it becomes another agent of socialization, they are very curious to know about more information, the knowledge within them will not quench. The research says that children are more attracted towards the cartoon, and learn from them, they imitate and memorize the behaviour of cartoon characters with the

help of cognitive abilities.

There are numerous foreign cartoon programs which has a great impact among children particularly on Indians. Among this, the Japanese cartoon programs like Shinchan and Doreomon has more influence among Indian kids. The study shows that that the children undergoes many changes like behaviour, mannerism, vocabulary usage and so on, only after watching these kind of cartoon programs. These changes may occur in children when they watch or get addict to the program continuously or spending many hours before screen. These kind of cartoon channels acts as a baby sitter in the family during their meal time, the favourite programs among children is Shinchan, Doreomon and Ninja Hattori. Among all these programs, Shinchan is one of the cartoon programs which portray the naughty kid who disobeys the parents and friends. Even though, there are many controversies regarding Shinchan, it is considered to be one of the favourite cartoon programs among Indian children. The article compares the cultural similarities between the Indian and Japanese cartoon program i.e the researcher has chosen these two cartoon programs because they are considered to be one of the best cartoon program among school going children particularly to the age group of 3-12 years.

Review of Literature

Robinson and Anderson (2006) reviews that the socialization process was done by grandparents, parents, teachers and relatives during ancient time, but now the scenario has been totally changed. Mass media, particularly television plays an important role in socializing the children (Signorielli, 2001). The cartoon programs educates the children with a set of behaviour and mannerism which make them as a habit and it also teaches the kids how to react in a particular situation and how to behave with the certain group of people.

According to Won (2007) television acts as a story teller for children which nurtures the cultural values in its content and the studies proved that cartoon characters acts a role model for the children, indirectly they become their superstar. In addition to this, images, visualization and other things will inculcate the opinion, common notion, custom and moral values among children.

Allison (2002) opines that the Japanese cartoon characters imprinted its merchandizing like notebook, bag, water bottles and covers among Asia, this fashion created a unique hype in the Asian market, particularly Shinchan and Doreomon is the hit among children, Shinchan was loved by all walks of Asian people. In the article Cartoon Loka under the title "Should Children watch Shinchan?" projects that Shinchan is one of funny cartoon series but apart from humour it contains many bad values for the children, also he behaves rudely with his parents, teachers and elders. Most of the parents feel that he uses vulgar words and they answer back or argue with the parents. The parents feels that, if a child watches Shinchan regularly, then they see many behaviour changes among them and a kid imitates more like Shinchan.

Methodology

The methodology used in this paper is content analysis. It about the qualitative representation of Japanese program among Indian children, the researcher has taken six episodes from Shinchan and Doreomon to analyze the content of both cartoon programs. Cultural reflection is one of the main important factors to attract the Indian Children towards Japanese program. The context like humour, respect towards elders, and usage of gadgets are similar with Indian and Japanese cartoon programs. The researcher also chosen randomly to analyze the content in the cartoon Chotta Bheem, which is one among the favourite cartoon

channels. In this cartoon, they strongly believe that they are following the Indian culture, values and beliefs.

Findings and Analysis

Shinchan is the Japanese cartoon programs which is one among the hit cartoon programs among Indian children. In this cartoon series, it portrays the middle class family with mom, dad, son and daughter. Each episode includes 6 minutes of duration, in this the hero, Shinchan was very naughty boy who ridicules and disobeys his mother often. In Japanese culture, the elders should be cherished and respected like Indian culture, but in contrast to this the cartoon series depicts that a five year old involved in many mischievous activities like disrespecting his mother's word, always ridicules his mother's cooking and physical appearance.

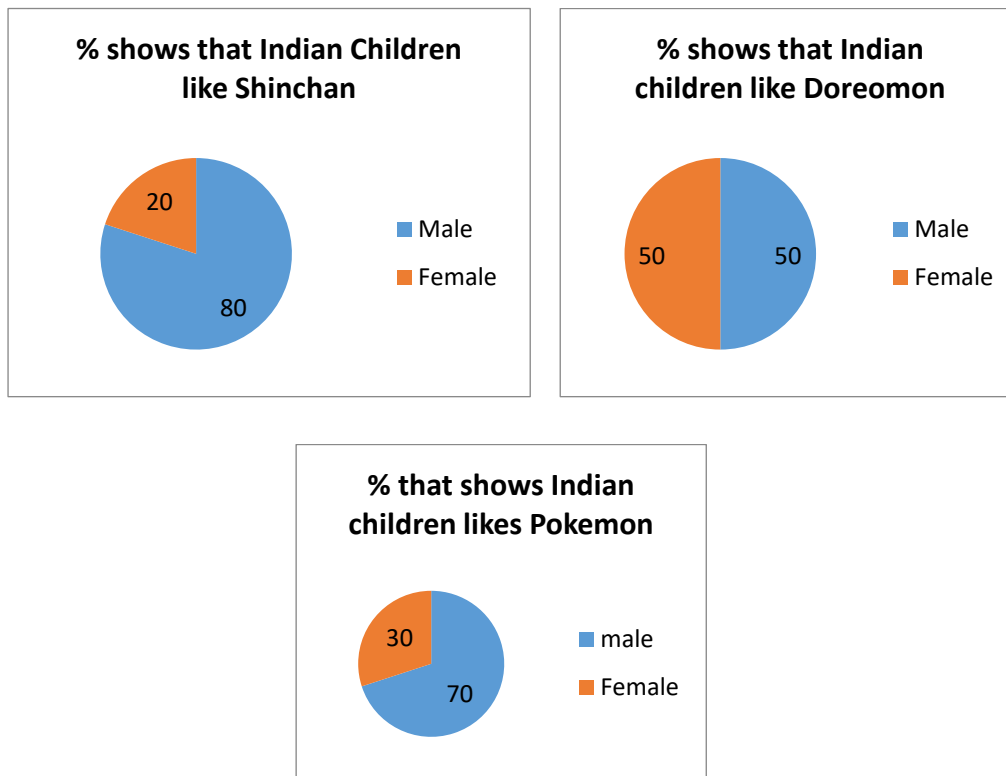
Shinchan's mother is very beauty conscious and fails to do all the household work. The language and the words used by the character is very colloquial and vulgar, the character design is shapeless with compare to other cartoon characters, the parents feel that it creates some irate feeling when they watch these character design. The cartoon series fails to educate moral values to kids, indeed children learn many bad behaviour and mannerism from the hero. Most of the parents feel that, if their children watch Shinchan they are behaving or imitating exactly like Shinchan which creates a great threat to the children in future.

Among all the five episodes 20% of the content shows that hero refuses to go to school, 20% Shinchan ridicules or back talk his mother and he often criticise his mother and ignore his younger sister named Heemawari. Despite all negative factors in the cartoon series, it contains more number of humour dialogues which attracts the children towards this sequence

The parents feel that the children learn much bad behaviour from Shinchan and sometimes they feel that they are inside the character. This kind of behaviour was not able to accepted by the parents, because according to Indian culture, the elders should be respected with honorifying words like 'sir', 'madam' and obey the words of parents. The Indian culture imprints that hospitality is one among the culture, but this generation kids fails to give hospitality for the relatives and neighbours, the reason behind this is they are glued to screen and forget to socialize with human beings and they fails to remember to be devotional

Compare to Shinchan, ChottaBheem teaches some moral values, whereas the hero respects the elders and give importance to the friendly relationship. But, the hero becomes the saviour for the entire village and gains power as soon as he consumes laddoo. Even, there are positive factors, the negative factors considered in this is violence like attacking, punching, hitting and doing other physical violence. The hero defends the enemy like hitting and punching. This cartoon series (Chotta Bheem) attracts the age group of 4-6 years of kids.

This Pie chart shows the percentage of Indian children preferred the Japanese cartoon program.



These study shows that many of the Japanese programs were preferred by Indian children because of the cultural similarities between two countries. Apart from all controversies, the children are attracted towards the cartoon programs for a particular age and follow the behaviour and mannerism of a cartoon character; but after a particular stage or age they tend to change their behaviour, so study says that the cartoon program has much impact during a particular stage.

Conclusion

Now days, the children concentrates on television as their pastime, which they give more importance to cartoon programs apart from many number of channels like music and sports. The study reveals that foreign cartoon has multiplied among Indians. This cartoon programs plays an important role in educating the children, but fails. The children come across many culture i.e cross culture which have impact in their value, belief, opinion and even in family system. The changes in their attitude, behaviour and perception should be monitored by their parents. Television as a medium of information is certainly here to continue in a very big way and its power will only grow with time.

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