
An Analytical Study on Impact of Chotta Bheem among Children

T.J. Raju

Asst. Professor, Dept. of Visual Communication, Rathinam College of Arts and Science, Coimbatore, (T.N.) India

Abstract

This manuscript reviews the effects of animated violence on aggressive behavior in children. It begins with an overview of the research on children's and adolescents' perceptions of violence in cartoons. Next, the effects of cartoon violence on aggressive behavior across development are reviewed. Many studies have shown that media violence has an effect on children's subsequent aggression. This study expands by examining the aggression behavior, and by measuring media violence exposure (MVE) across the media. Exposure to violence in media, including television represents a significant risk to the health of children. Extensive research evidence indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed.

Key Words: Media violence, Aggressive behavior, Physical aggression, Relational aggression

Introduction

High levels of violence in cartoons such as Scooby-Doo, Ben.10, Chotta Bheem and all other super heroes cartoons can make children more aggressive. Children copied at school the verbal aggression they had seen on cartoons. Researcher found that children copied and identified with cartoon characters just as much as they would with screen actors. The output aimed at children as young, which included a number of cartoons, had the highest levels of violence.' The study concluded that there are higher levels of physical aggression in children's programmes than in programmes for general audiences, 'Now a day in our daily life children are becoming aggressive and violent. Children from the very early age view cartoons which give lessons of brutality. Have parents ever had a look at what their children are watching in cartoon?

Here are some of the views expressed by the parents of enthusiastic cartoon kids.

"The media, specifically television cartoons for children have been increasingly showing more and more violent programmes, and making children aggressive day by day. If we watch cartoon regular then we find that most of the cartoon are based on fighting, boxing, killing by gun, attack by car, jumping from the roof etc. Now most of the cartoons revolve around a hero and a villain. Children after watching the cartoon want to be a cartoon hero in real life and in the process often indulge in bad behavior".

Aggressive behavior in children has become a problem because children are watching too much television and the shows that they are watching (even if they are cartoons) have become violent and addictive. The marketing of cartoons has become overpowering globally and so has the

subliminal messaging. The marketing is targeted toward the children to cause them to view the cartoons on a regular basis, but the subliminal messaging is for the adults' to target them into enjoying the "cartoons". This is unfortunate because children watch the cartoons on the television and they see material that is not appropriate for their age group. The Children who watch too much cartoons on television are more likely to have mental and emotional problems, along with brain and eye injuries and unexpectedly the risk of a physical problem increases".

About Chotta Bheem

Chotta Bheem is a children's animation series, focusing on the adventures of a small boy named Bheem in the fictional city of Dholakpur. The series was launched in 2008. As of 2012 it has aired over 120 episodes. It was created by Rajiv Chilaka the CEO of Green Gold Animation and is broadcast on Pogo TV. The series quickly became popular and soon emerged as the number one Indian animation show in all of India.

The success of the series has spun off into a number of short animation films over the years and a full length feature film titled Chotta Bheem and the Curse of Danyaan which was released in 2012. The extreme strong Bheem lives in a fictional town called Dholakpur set in rural India. The series revolves around Bheem, a nine-year-old boy, who is brave, strong and intelligent. Bheem's rival is Kalia Pehalwan, a jealous eleven year old bully, who is envious of Bheem's popularity. Kalia, along with his sidekicks Dholu and Bholu, always plots to embarrass and defeat Bheem but he never

succeeds and Krishna helps Bheem whenever he needs in the most difficult circumstances and in fighting demons like Kirmada. The story revolves around Bheem and his friends and their rivalry with Kalia and his friends. All the children of Dholakpur look up to Bheem, as he solves everyone's problems. He also defeated some enemies in and around Dholakpur like the evil demon Kirmada, Kichak & Mangal Singh. The Raja Indraverma and his daughter Indumati trust Bheem more than anyone else for a major task.

Characters

Bheem: Bheem is a super star and an adventurous and fun-loving 9-year-old who is gifted with extraordinary strength. This power is a boon for Dholakpur, Bheem's village, which is constantly beset by all kinds of perils. This child has a big heart and he always uses his strength to help those who are wronged or needy and nabs culprits, robbers and is seen as a Guardian of the innocent and poor people and also the animals. He wants to be a protector of the world. Bheem loves food and has a certain craving for laddoos, which in fact, give him a surge of energy and make him even stronger than he normally is. These laddoos are often offered by Chutki. He has three main friends called Chutki, Jaggu (a monkey) and Raju.

Chutki: Chutki is a seven -year-old girl. She is Bheem's closest friend, and assists Bheem on their adventures. While she is responsible about her household chores and gentle towards all creatures of the forest, she can be tough too, when the situation demands it. Surprisingly, she is seen greedy for taking

gold in the episode "The Curse of Bramhbhatt - Part 2". She has a soft spot for Bheem as can be seen in episodes like the Magic Doll etc. She also has many ideas or tricks to help Bheem in many of his adventures as seen in the episodes "Pirates on the ship", "Hercules", etc.

Raju: Raju is a cute and courageous newborn-baby, whose role model is Bheem. Raju's size belies his courage, which he gets from his father, the Senapati of the King's army. Raju also wants to be the Senapati of the Army. (Seen in the episode "Chutki's Wish"). He is very good in archery and won the "Arjuna Cup". He appears as the protagonist in the movie "Mighty Raju"

Kalia: Kalia or Kalia Pehalwan is an 11 year old bully. He is also very greedy and tries to become rich by cheating. Kalia has two silly followers, Dholu and Bholu, who sometimes help him in his plans and at other times completely abandon him. However, at times he is seen helping Bheem in common causes or in attempts to save Dholakpur.

Jaggu: Jaggu is a talking monkey. Jaggu and his group play Lord Rama's adventures and he will be Ravana. Jaggu has his own special way of solving problems, using tricks and his amazing sense of humor. Jaggu and Bheem always have fun together, be it exploring forests or helping people with their chores. From him, Bheem learns useful techniques like swinging from trees. Whenever they are really hungry, it's Jaggu who assists Bheem in stealing laddoos. He also loves playing tricks on Dholu, Bholu and Kalia. He wants to be the Protector of all animals in the jungle (seen in the episode "Chutki's Wish")

Dholu and Bholu: Dholu and Bholu are identical twins and followers of Kalia Pehalwan. Though they are not strong themselves, they bask in Kalia's strength and are arrogant with the other kids. Occasionally, they allow themselves to be easily bribed by Bheem and Chutki and are therefore not always loyal to Kalia.

Kichak: Kichak is a wrestler from Pehelwanpur. He is later introduced in the series. He is jealous of Bheem, since Bheem is more popular than he is. But, he is defeated in all the occasions when he challenged Bheem for a bull race, cricket match, in a contest for champions, in a hockey match, in a football match and in many other situations. He has a couple of friends & sidekicks like Chipru, Manna, Motu and Birju etc. who aids him but also gets the punishment with him. He then was noticed helping and advising a participant in the episode "Girls versus Girls", but later escaped. Unsurprisingly, he was seen helping Bheem in the movie Bheem vs. Aliens."

Chotta Mannu: He is also a character from Pehelwanpur. A strong, small child who is first shown in the episode the boxing match, he is physically strong and clever. His arch rival is Raju, whom he never managed to defeat. He is also an aid of Kichak

Indraverma & Indumati: The King of Dholakpur is Raja Indraverma. Though a valiant warrior, he is also hinted to be a coward at times, as he relies on Bheem for every crisis in the kingdom. He is also shown thoughtful is some occasions. His enemy was Kalia who acted like Chandravarma. His daughter is Indumati.

She is a nice, caring princess. She also won the trophy along with Chutki in the episode "Girls versus Girls".

Daku Mangal Singh: Mangal Singh is a Daku (dacoit) who used to terrorize Dholakpur when he was free. But he was caught by Bheem when he went to take some plants to cure Indumati (as she was ill) and nabbed him. Soon, he escaped with the help of his followers & kidnapped the princess, but again he was caught by Bheem. In the episode "Old Enemies", he returned and robbed the Treasury but was later caught by Bheem. He then became a small thief in the episode of "Greed".

Dhooni Baba: Dhooni Baba is a sage who lives in a cave. In the former episodes, he has a body smeared with ash and seen meditating on some needles. Later, his body has no ash smeared and he walks with a walking stick. He is described as a sage who knows almost everything. He gives advice and also solution to Bheem & his friends. In the episode "Superheroes" he had granted Bheem & Raju to be superheroes for a day. He has helped Bheem in various occasions like in the episodes "Curse of Bramhbhatt", "Chotta Bheem Aur Krishna", "Daku Mangal Singh" and "King Chandravarma" etc. He always helps Bheem.

Tun-Tun Mausi: Tun-Tun is the mother of Chutki. She owns a laddu shop where she sells laddoos. She stays mostly angry with Bheem as he steals laddoos from her shop. She usually gets angry with Bheem and hit him with belan.

Professor Shastri Dhoom Ke Too: An Inventor. He often ends up getting problems with his Inventions, like getting his

inventions stolen, or malfunctioning. His inventions include a time machine, a hot air balloon, a super fast bicycle etc. Many of his inventions were misused by Raju. There used to be Professor Avi, whose place is taken by Professor Dhoom Ke Too.

Shivani: Bheem's foster sister is Shivani. She lives in Pehelwanpur and runs a dhaba there named "Shivani ka Dhaba". Her father is imprisoned, and to free him she needs 500 coins. But the Pehalwan Dabbu tries to take over the Dhaba. Bheem comes to her rescue and even frees her father from jail. In the episode of "20-20 Cricket", she has been seen supporting Bheem's team.

Sometimes, various gods appear in the show, to help Bheem. The gods who appear are Kanha or Krishna, Ganesh and Hanuman.

Review of Literature

Our General Aggression Model (GAM; Anderson & Bushman, in press), based on several earlier models of human aggression (e.g., Anderson, Anderson, & Deuser, 1996; Anderson, Deuser, & DeNeve, 1995; Bandura, 1971, 1973; Berkowitz, 1993; Crick & Dodge, 1994; Geen, 1990; Huesmann, 1986; Lindsay & Anderson, 2000; Zillmann, 1983) is a useful framework for understanding the effects of violent media. The enactment of aggression is largely based on the learning, activation, and application of aggression-related knowledge structures stored in memory (e.g., scripts, schemas). Situational input variables (e.g., recent exposure to violent media) influence aggressive behavior through their impact on the person's present internal state, represented by cognitive, affective, and

arousal variables. Violent media increase aggression by teaching observers how to aggress, by priming aggressive cognitions (including previously learned aggressive scripts and aggressive perceptual schemata), by increasing arousal, or by creating an aggressive affective state. Long-term effects also involve learning processes. From infancy, humans learn how to perceive, interpret, judge, and respond to events in the physical and social environment. Various types of knowledge structures for these tasks develop over time. They are based on day-to-day observations of and interactions with other people, real (as in the family) and imagined (as in the media). Each violent-media episode is essentially one more learning trial. As these knowledge structures are rehearsed, they become more complex, differentiated, and difficult to change. Five types of relevant knowledge structures changed by repeated exposure to violent media, and link these long-term changes in aggressive personality to aggressive behavior in the immediate situation through both personological and situational variables. The link to person variables is obvious—the person is now more aggressive in outlook and propensity. Less obvious is how repeated exposure to violent media can change situational variables. Huesmann and his colleagues have developed a model of social and academic effects of exposure to television violence (Huesmann, 1994). Briefly, as a child becomes more habitually aggressive, the quality and types of social interactions he or she experiences also change. In sum, the combination of short-term and long-term processes produces the positive relation between exposure to media

violence and aggressive-violent behavior. Figure 2 also reveals why short-term effects of violent media on aggressive cognition are so important. Of the five types of variables identified as contributing to the long-term increase in aggressive personality, four involve aggressive cognitions. Indeed, the literature on the development of behavioral scripts suggests that even a few rehearsals can change a person's expectations and intentions involving important social behaviors (Anderson, 1983; Anderson & Godfrey, 1987; Marsh, Hicks, & Bink, 1998).

Research Methodology

Problem of the Study

The study was an attempt to understand that how much, children like to watch the cartoon Chotta Bheem and to know the behavioral change in them. A scientific sampling and questionnaire design has been adopted for this study.

Research Design

The primary purpose of research is to discover principles that have universal application, but to study a whole population in order to arrive at generalizations would be in practical. So generally a part of population is selected and the study is conducted on them and the conclusions are then generalized over the whole population.

Sampling is both essential as well as advantageous. It is desirable since it helps in conducting research on to a greater population without affecting the accuracy to any significant extent. It saves money, time and energy.

A good sample should be adequate and representative. It has been reported that even if a small representative sample is drawn from the entire population, the parameters are easily represented and estimated by sample statistics.

Sample Size

To answer the research question, quantitative research method is used, in quantitative research I choose survey research. Survey research uses scientific sampling and questionnaire design to measure characteristics of population with statistical perception. I designed my questionnaire with 16 questions that is highly related to my research and I choose 50 samples both boys and girls, and conducted the survey with them in their school.

Data Collection

The selection of a suitable tool is of vital importance for successful research and this depends upon various considerations such as objectives of the study, hypothesis of the study, availability of time, and availability of the tool itself.

A self designed close ended questionnaire is used to collect the data required for this research the study.

Statistical Techniques

The primary objectives of statistical inferences are to enable us to generalize from a sample to some larger population of which the sample is a part.

In the present study, two types of statistical techniques were used:

1. Calculation of frequency and percentage.

2. Cross table analysis is made.

I entered all the collected data and found out the frequency for all the questions and selected five variables and compared it with age group and with gender classification and charted out cross table to analyze my data.

Analysis and Interpretation

The present Analytical study focuses upon school children watching Chotta Bheem cartoon. Their behavioral changes, the attitude of the children towards the Chotta Bheem cartoon. Findings of the study would form a basis for further in the depth analysis of various factors related Chotta Bheem cartoon. Suggestions for the same also made towards the end of this thesis.

1. A descriptive analytical design was adopted for the study.

2. Survey Methodology was to be followed for this study Questionnaire were issued to the school children's.

3. Random sample of 50 samples were selected.

Appropriate statistical tool were used to analyze the collected data.

Findings, Conclusion and Suggestion:

The study was conducted among school children with 50 questionnaires were issued to the school children's, respective to age and gender.

1. 20 like Chotta Bheem from 8-10 ages, and 30 like from 11-13 age.

2. 35 male children like to buy Chotta Bheem stickers and 1 doesn't like to buy Chotta Bheem stickers from 36 male samples. And 12 female like to buy Chotta Bheem stickers and 2 female

samples don't like to buy Chotta Bheem stickers.

3. 36 male samples like to imitate the character out of 36 male samples and 12 female samples like to imitate the character and 2 don't like to imitate the character out of 14 female samples.

4. 20 male like to fight like CB with their friends and 16 male samples don't like to fight like CB with their friends out of 36 male samples. And 2 female samples like to fight like CB and 12 female samples don't like to fight like CB with their friends out of 14 female samples

5. 14 male sample study After watching CB and 22 male sample play

After watching CB, out of 36 male sample .And 8 female sample study After watching CB and 6 sample play After watching CB out of total 14 female sample.

Conclusion

In the study it is founded that both boys and girls like to watch Chotta Bheem serial and they try to imitate them in their life and they have some behavioral change in them. Due to the interest in watching Chotta Bheem cartoon they lack interest in studying.

Suggestions

The study was limited to 50 samples; the same study can be undertaken in rural area to know the impact of Chotta Bheem cartoon in children.

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