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## **CARTOONS AND THEIR EFFECT ON YOUTH**



Seminar made for English

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# INTRODUCTION

Cartoon is an entertainment tool which attracts a very precious audience ...kids! It was made for centuries and developed by brilliant creators.

And because the forces that shape children's impressionable minds are found mostly in the environment where they grow up. Such things include the things they are exposed to on a Daily basis. It has been said that cartoons have influence on children's behavior but

- Do the cartoons really have an effect on kids?
- Who was the first animator?
- What was the first form of animation?
- Who is responsible for the recent form of animation?

# FIREST CHAPTER: CARTOON AND TIME:

## 1.1-definition of cartoon



cartoon is a movie made by using animation instead of live actors, especially a humorous film intended for children. Cartoons can also be described as the making of movies by filming a sequence of slightly varying drawings or models so that they

Figure 1

appear to move and change when the sequence is shown.



Figure 2

Cartoons have been and continued to be an important part of our social culture. Expressive, comedic, and sometimes political cartoons charm all audience—both children and adults. “Cartoon” comes from the Italian word “cartone” which means “large paper”.

## 1.2...beginning of the cartoon:

### 1.2.1...Early cartoons:

It is important to know the origin of cartoons and how they have evolved over the centuries to fully appreciate the cartoons and animations that

are produced today. With this knowledge comes the realization that little has changed in the purpose cartoons serve.

Cartoons have been drawn for thousands of years from Neolithic cave paintings to Egyptian murals to ,for example ,Leonardo Da Vinci's very famous cartoon of the Madonna and Child, to the rise of journals and comics published consisting of cartoons during the past century.

Cartoons or animation as we know it today have changed dramatically during the past 100 years. However, animation is much older than that. A recent discovery revealed a "5.200 year old bowl containing a series of related animations of a goat and a fish<sup>1</sup> ("First Animation", 2004; <sup>2</sup>). Thousand year old cave paintings and burial chambers which have series of animations that show images can also be related to animation" but since there is no possibility of viewing them in motion they do not qualify as animated cartoons. Whether this sort of animation classifies as an early form of animation is highly debated.



Figure 3 the Zoetrope

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first Animation of the World Found In Burnt City, Iran. (2004, December 30). Retrieved <sup>1</sup>  
:March 7, 2009, from Iran News, Persian Journal Iranian Farsi news & Iran news paper  
[http://www.iranian.ws/cgi-bin/iran\\_news/exec/view.cgi/2/5191](http://www.iranian.ws/cgi-bin/iran_news/exec/view.cgi/2/5191)

### 1.2.2-early creators:

Moving image toys were created in Britain, Belgium, Austria and even France in the time of Queen Victoria for children to amuse themselves, such as the zoetrope (see figure3), magic lantern, praxinoscope, thaumatrope, phenakistoscope and flip book. The zoetrope seems to have Chinese invention by an inventor called Ting Huan from about the year 180 AD

Figure4 Disc for phenakistoscope



It is not often that a discovery is made and no one to give credit to. Nevertheless animated cartoons do not seem to have one single creator. In spite of this, few people can be mentioned who contributed to animation in the beginning. Georges Méliès, a French magician and director of the Théâtre Robert-Houdin, discovered a technique now known as stop-motion animation by accident when his camera broke down He is well known amongst the French community for his tribute to film animation during the first decades of the 20th century.

The first ever animated films were created by Charles-Emile Reynaud, inventor of the praxinoscope (Which used a loop of 12 pictures) .Later, in 1892, produced animation of 500 frames with a system called Theatre Optique (which was similar to a modern projector)

Some 14 years after that, in 1906 in New York City an English-born man called J. Stuart Blackton produced a silent film, called "Humorous phases of funny faces".

James Stuart Blackton who was one of the first people to use the techniques of stop-motion, discovered by Méliès, and hand-drawn animation. He is sometimes referred to as the father of American animation.

It was also the first cartoon to use the single frame method and was projected at 20 frames per second. It must be mentioned that the film, The Charmed Drawing, came out six years before Humorous Phases of Funny Faces, or in 1900 and was produced by the Edison Motion Picture Company." Blackton was also one of the cofounders of the first film studios, Vitagraph Company "<sup>3</sup>(Dirks, n.d2009). Soon after the first two animated films in 1900 and 1906 came of antasmagorie which is considered the first fully-animated film, produced by Emile Cohl, a French caricaturist.

The person which helped define this new industry was Winsor Mccay who was a comic-strip animator and sketch artist at New York Herald. He was the first to establish the technical method of animating graphic. He used popular characters from his comic strip. First came Little Nemo in Slumber land (1911) with 4.000 hand-drawn frames. Followed by "How a Mosquito Operates (1912)" with 6.000 frames. His first successful cartoon character was a brontosaurus named "Gertie in

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Dirks, T. (n.d.). Animated films. Retrieved March 9, 2009, from Filmsite.org: <sup>r</sup>  
<http://www.filmsite.org/animatedfilms.html>

Gertie" the Dinosaur which came out in 1914 and consisted of 10.000 drawings <sup>4</sup>(Dirks, n.d.; Animation, n.d).

### **1.3-The development of the cartoon**

Cartoons were so short at first because people would be watching these shorts in the movie theaters before their feature film. When cartoonists could put their shows on TV, they began to get longer, creating the half hour block shows that are on Nickelodeon, Cartoon



Figure 5 1

Network, and the Disney Channel today." Also, the cartoons had to become more "family friendly" so that more people would watch their show" (Kapelian, 2009)<sup>5</sup>. Cartoons did not evolve on their own; various influential people made their own lasting mark on this art and communication form. The first and foremost important person from the field of animated cartoons is Walt Disney. His first cartoon character was named Oswald Rabbit. This was his first comic strip as well as his first cartoon series. He created this character as well as the strip along with his brother. Following the creation and success of Oswald Rabbit came Steamboat Willie, one of the most famous cartoon characters. He went to France in 1918 and when he came back he decided to set up a (Kapelia.commercial art studio with his friend, Ubbe Iwerks (1901–1971)). Iwerks was the developer of Mickey Mouse the

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Kapelian,. (2009). From movies to TV; cultural shifts and cartoons. Accessed ° /November 15th, 2010 from [http://serendip.brynmawr.edu/exchange node/3971](http://serendip.brynmawr.edu/exchange/node/3971)



first big hit of Disney but was in the shadow of Walt Disney and not much has been written about him until lately, Steamboat Willie led the way for Mickey Mouse, Minnie Mouse, Donald, Daisy, and the other Disney characters.

Disney created the first full-length animated film back in 1937 with Snow White and the Seven Dwarfs.

This was also Disney's first attempt at a musical, and it was a tremendous success. The success of this film spawned the creation of many other animated, musical, and feature films, those remarkable creators were the very reason behind the recent form of the cartoon.

## **1.4.The future of the cartoon:**

Companies should try and compromise between economy and entertainment. Perhaps the reason is that they are trying to earn more money by saving time and employees since drawing frame by frame is a tedious and time consuming job compared to computerized work today. It has certainly not gone unnoticed from cartoon enthusiasts that animated cartoons are taking a turn (to the worse some might say). The traditional hand drawn frame-by-frame films are being substituted by computerized cartoons like Shrek (2001) and Ice Age (2002). Many of these are done with good taste. However famous characters like Mickey Mouse are being digitized and just look silly. Perhaps it is time for change or the skills are no longer within the company, it might be a simple mathematical problem. Today every company is in business to make as much money as possible. Some do it on the expense of

their customers, some are on the legal side, and others just try to find cheap ways and time savers. With the evolution of technology many possibilities have opened up. Today there are several companies that specialize in animated cartoons with the assistance of computers and work together with well-established companies like Walt Disney and DreamWorks. Due to changes on the market, technology prices falling and animation programs becoming commercially available there might be some changes. Whether the market can handle them or not is another story. Perhaps mergers might just become even more popular as the companies realize that the market cannot handle the release of one or two dozen movies a year instead of the normal half a dozen. Drawing films frame-by-frame is an old art form which has been around for about 100 years and it would be a shame to lose this knowledge just because we have the technology available to save us some time and spare workers from tedious work. These companies should be careful not to forget about their current customers

## SECOND CHAPTER: CARTOON'S EFFECTS IN YOUTH

### **2.1-cartoon's positive effect on youth**

#### 2.1.1-entertainment- education:

In 1937 a statue of Popeye was created in the American spinach capital, Crystal City, in Texas, USA. The first cartoon character ever to be immortalized in public sculpture, Popeye and his 'father', E.C. Segar, were credited by the spinach growers. Sales were up 33% and Popeye had saved an industry in the crisis-torn US of the 1930s. The marketing of spinach via Popeye's spinach-eating had worked. But more than a commercial success, Popeye had become a role model for many children in the US who had changed eating habits and begun eating more vegetables, spinach in particular. Popeye thereby became an early experience of what later was developed and came to be known as entertainment-education: "the process of purposively designing and employing a mediating communication form with the potential of entertaining and educating people, in order to enhance and facilitate different stages of behavior change"(Bouman, 1999: 25).

### 2.1.2-relaxation values:

Now, let us begin with the first idea of how cartoons relax children .all children are attracted by watching cartoon films, these movies are made mostly for children; we can say they are central focus of many young



Figure6 1

children's lives. Children have become much more interested in cartoons over many years and it has become a primary action to some lives. Typically, children begin watching cartoons on television at an early age of six months, and by the age two or three children become enthusiastic viewers . Each cartoon film is always watched eagerly by

these audience. kids also could see an old one again and again without bored ,and characters were known by heart . for example, Tom and Jerry (see figure(6)) have been becoming familiar to various kids generations all over the world ,even though, they were created in the early 1960s, exactly in 1963s answering previous question, we consider the main reason is that cartoon films were mostly produced in ways of funny characters, flexible plot and colorful sceneries. So, children will be very happy when they see this kind of films. This brings us to the end of the first contend.

#### 2.1.3–The development of parent \_ children relationship:

Turn to the next point, to emphasize on the development of parent \_children relationship when they enjoy an interesting cartoon film together. kids will be very happy if their parents spend their valuable time watching a funny cartoon with thim.

On the other hand, it will be very easy to show care about the kids in this situation. As a fact ,many reaserches have shawn that cartoons effect parent children relationship. How can it do that ??? it is just because kids deeply feel the love given to the them.

#### 2.1.4–The educational penefets of cartoon:

Brain function is changed under the influence of audiovisual media during cirtical development (birth and 2 years of age). This will be reflected in long\_term mental. Behavioral outcomes Studies have shown that television and games improve the general knowledge and IQ of children. By watching different programs and cartoons children become

more creativity is enhanced. There is also evidence in the literature that children's imagination can be positively affected by cartoon content. In fact, several experiments have found that cartoon on television can teach specific attention skills and strategies.

## **2.2...Cartoon's negative effect on youth:**

### 2.2.1...Violent elements in cartoons

Violence in cartoons is an essential part of cartoon content. In fact, frequency of violence in cartoons is higher than in live-action dramas or comedy. As a consequence, youth are more likely to view media depicted violence during morning cartoons than during prime-time television hours.

However, there are qualitative differences between the acts of violence shown during live-action dramas and those depicted in cartoons. Cartoon violence meant for a youthful audience tend to involve minor acts of violence: truly portrayed death is rarely shown and graphic acts of violence are rarely televised. Additionally, cartoons hide the outcomes of violence, in that it is unusual to see the victims suffering in a life-like manner. In contrast, live-action dramas airing during prime-time regularly involve major acts of violence, and the pain and suffering of the victim is often highlighted. Although many violent cartoons meant for youthful consumption contain comedic elements (e.g., Woody Woodpecker, Scooby Doo), some of these cartoons just portray the violence. For instance, Samurai Jack, X-Men Evolution, and Batman: The Animated Series depict animated violence, with little to no comedic elements. Moreover, for these types of animated shows, violence is found at the beginning and end of disputes. Presence or absence of comedy during violence is an important consideration when valuing the effects of viewing cartoons on youth, for there is both theory and

research to support the argument that comedic elements may cover-up and make the portrayals of violence<sup>6</sup> silly and that violent elements effect on youth's minds by making them aggressive it can also change the way they think and most of the time it has a negative effect on their original culture.

### 2.2.2–Cartoons messages to kids:

Like any kind of media cartoons often have an undirected message, and because the kids cannot notice it, this message effect on their behavior to match the objective beyond the cartoon which is made by big companies to spray specific ideas and symbols of a political or an economic organism; and that kind of cartoons is very dangerous; because we can never predict its influences.

## CONCLUSION AND RECOMMENDATIONS

Cartoons have marked the changes in society over time, from the Egyptians and the pyramids to today's cartoons. Cartoons reflect the

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Cartoon violence and aggression in youth <sup>7</sup>  
page 548 Steven J. Karsh

changes in our society as well as evolve with it. Some form of cartoons inhabit most every aspect of our lives, from teaching our children to read, to watching commercials on television. The styles of cartoons have changed over time from the more realistic and serious in nature to the more comedic and carefree in nature. There are obvious differences between the figures painted in the past and the figures painted today. Today, cartoons are becoming more universally entertaining where adults and kids alike enjoy watching what has traditionally been enjoyed by just children. For all these different areas and characteristics of cartooning, we have people like Walt Disney and Blackton to thank. Their contributions have affected our world in immeasurable ways. Can you think of a world devoid of Mickey Mouse, Bugs Bunny, Scooby Doo and Snoopy? What a boring thought that is. Whether we are aware of it or not, the cartoons are there, teaching us, guiding us, and forever entertaining us.

Over their simplicity cartoons had great effects on both children and adults, but in the end of the way the humans are the creators and it is their mission to control this effects and making it sometimes positive and sometimes negative; and because of that I recommend to put an eye on this cartoons before watching it, to make more studies in this field to find out the hidden effects of the cartoons and to encourage the positive produced cartoons and to be careful not to forget about cartoon's audience under the effect of the evolution .

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