

## **Impact of TV Program Cartoon on Child Viewers of Urban and Rural areas**

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### **ABSTRACT**

Television influences society immensely since its inception. The aim of this investigation is to study the impact of TV program cartoon on child viewers of urban and rural areas. A group of 200 (100 from each area) child viewers of 8-12 years were selected as subject. A General Information Schedule, Perceived TV Program Cartoon Questionnaire and Need fulfillment questionnaire were administered to them. The findings revealed that the urban viewers (male and female) prefer to watch cartoon more than the rural viewers. TV helps them to learn different aspects like languages, team working, increases general knowledge etc. Besides this, female child viewers irrespective of areas (urban and rural) are keener to watch cartoon than male child viewers. Investigation also revealed that children of the nuclear families have expressed more eagerness towards TV program cartoon than the children of joint families as TV is their best friend in the time of loneliness.

**Keywords:** Cartoon program, Child viewers, Urban and rural areas, Family.

### **INTRODUCTION**

Life and environment are correlates. Their relationships are innate and reciprocal. Environmental differences generate variations and living styles of the concerned dwellers. Physical settings usually have a primary purpose and that determine the objects and facilities they require. Technological developments have caused tremendous changes in the life style and values. The migration of the young generation, career aspirations, employment of women changes the social institutions like the joint families resulted in the establishment of nuclear families. In this present scenario, TV is considered as one of the best audio-visual media, which is the best barometer of

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