

Promotion of Hinduism in Children through Cartoons in Pakistan

PROMOTION DE L'HINDOUISME CHEZ LES ENFANTS A TRAVERS LE DESSIN AU PAKISTAN

Fahad Anis^{1,*}; Ayesha Ashfaq²; Ahmed Mujtaba³

¹ Postgraduate Student at the Institute of Communication Studies, University of the Punjab, Lahore Pakistan. His research interests are Visual impact on Children, Cartoon Communication & Cultural Hegemony.

² PhD. Fellow. School of Communication, University Sains Malaysia, Penang, Malaysia. Lecturer, Institute of Communication Studies, University of the Punjab, Lahore Pakistan. Her research interests are Cartoon communication, International communication and Political communication.

³ Lecturer, Institute of Communication Studies, University of the Punjab, Lahore Pakistan. Mr. Ahmed Mujtaba is M.Phil (Communication Studies) and Lecturer at the Institute of Communication Studies, University of the Punjab, Lahore Pakistan. His research interests are International communication, Political communication & Peace & War Journalism.

* Corresponding author.

Received 12 December 2011; accepted 18 February 2012.

Abstract

This study is an effort to explore the promotion of Hinduism in children through cartoons in Pakistan which are based on Hindu religious topics and dub in Hindi language. Objective of the study is to probe the planned agenda of Indian media and to aware parents about the harmful effects of such productions. Social Cognitive theory is used, the methodology is survey method and questionnaire is used as tool of data collection. Sample drawn for the study is 200 of which 100 are children and 100 are parents. The results of the study reveal that children are quick learner and they copy the same which they observe in cartoons such as words of Hindi language hence, Indian cultural and religious values have started to evolve rapidly in Pakistani culture.

Key words: Indian & Pakistani culture; Cartoon effects; Hindi Religion & language; Social learning behavior

Résumé

Cette étude est un effort pour explorer la promotion de l'hindouisme chez les enfants à travers le dessin au Pakistan, qui sont fondés sur des thèmes religieux hindous et dub dans la langue hindi. Objectif de l'étude

est de sonder l'ordre du jour prévu de médias indiens et à sensibiliser les parents sur les effets nocifs de ces productions. La théorie sociale cognitive est utilisée, la méthode est la méthode d'enquête et le questionnaire est utilisé comme outil de collecte de données. Echantillon tiré de l'étude est de 200 dont 100 sont des enfants et 100 sont des parents. Les résultats de l'étude révèlent que les enfants sont apprend vite et ils copient les mêmes qu'ils observent dans les dessins animés tels que les mots de la langue hindi par conséquent, les valeurs culturelles et religieuses indiennes ont commencé à évoluer rapidement dans la culture pakistanaise.

Mots clés: Culture indienne et pakistanaise; Effets de bande dessinée; La religion Hindi et la langue; Le comportement de l'apprentissage social

Fahad Anis, Ayesha Ashfaq, Ahmed Mujtaba (2012). Promotion of Hinduism in Children through Cartoons in Pakistan. *Cross-Cultural Communication*, 8(1), 86-90. Available from: URL: <http://www.cscanada.net/index.php/ccc/article/view/j.ccc.1923670020120801.1326> DOI: <http://dx.doi.org/10.3968/j.ccc.1923670020120801.1326>

INTRODUCTION

Cartoons are always remains one of the best way of entertainment and amusement for children. Children spend their most of the leisure time in watching cartoon. For many years cartoons are used to educate and groom the personality of children in positive way but from last 3 to 4 years the trend has been changed, due to Indian cartoon channels. These Indian cartoon channels promote Hinduism, promotion of Hinduism means to researcher, the promotion of Hindi language, religion and culture.

"Hinduism has its origins in one of the most ancient of all religions in the world called "Sanatana Dharma". The word "Sanatana" means eternal and the word "Dharma" means The Law of Being. So Sanatana Dharma means The Eternal Law of Being. Another way of understanding

Dharma is that it is the way of right living. Hinduism therefore is a religion founded on

- The Eternal Law of Being or on
- The Principle of Right Living
- The word Hindu has its origins in the name of the river “Sindhu” in India. It was on the banks of the river Sindhu that Hinduism or originally “Sanatana Dharma” was practiced by the inhabitants”. (Scindia, 2009, p.5)

Not only they are promoting Hinduism in cartoon channels but they used to dub (dubbing) their language on other cartoon channels. These cartoon channels used pure Hindi language and now-a-days they produce cartoon on their religious topics like Hanuman, Ganesha etc. whether these cartoons are promoting Hinduism or not is the topic of research work. There are some other factors that combine to give birth to the underlying issue like, the lack of Pakistani cartoon channels and other source of entertainment for children.

Objectives

- Objective of the study is to probe the planned agenda of Indian media behind the production of such cartoons to promote Hinduism (language, culture, religion).
- To highlight the dominance of Indian traditions on Pakistani traditions and religious value.
- To strengthen the concept that different cartoons like “The New Adventure of Hanuman and My Friend Ganesha etc. attracted the children towards their culture & religion.
- To aware the parents about the harmful effects of that kind of production.

Rationale for the Study

The Researcher’s area of study is the Dub and religious Indian cartoons that are shown on various cartoon channels. Researcher has selected this area of research because of too much projection and domination of Indian culture, language and religion on Pakistani culture and society. So researchers have selected those cartoons for studies which are in Hindi language and based on Hindu religious topics like Chhota Bheem, The New Adventure of Hanuman respectively. Cartoons are very much popular among children and it creates a powerful impact on their minds and personality. Children usually copy the same what they see on television so researcher want to study that to what extent Indian culture, religion and language have influenced Pakistani children.

Research Questions

1. Is Hindu religion and culture presented in cartoons?
2. Is Hindi language dominating in children?

Hypotheses

- H.1. Hindu Religion is being promoted through cartoons

H.2. Children are adopting Hindi language.

H.3. Indian culture is being promoted through cartoons.

1. THEORETICAL FRAMEWORK

Social cognitive theory is used which explains the learning of adults and children through observation. However, the proposed research based upon the two major concepts of “Social Cognitive Theory” by Bandura, one of which is “Effects of modeling” and the second is “Tendency to learn from media content”. In this way research explore the question of observational learning of children through watching cartoons.

2. METHODOLOGY

Researcher selects survey method for the study and made an effort to test the research question and hypothesis by selecting universe and drawing out an appropriate sample, following by measurement rules, data presentation and analyses. Researcher has selected questionnaire as a tool for the collection of data. Questionnaire is consisting of both open and close ended questions. Sample of the present study are children of Schools of Lahore which range from class 5-7 and the parents of selected students. Sample size would be 100 children and 100 parents so total number of respondents would be 200.

Limitations of the Study

In every research there are some limitations for the researcher because it is very difficult for researcher to conduct an ideal research. In this present research there are also some limitations which are as following:

In this study researcher only take four cartoons which represent all other cartoons because it is very difficult for researcher to observe all cartoons of this type.

One of the limitations of this study is that, there comes a religious factor, so researcher may become bias at some occasion.

3. FINDINGS & INTERPRETATIONS

Table1
Which of the Following Cartoon Channel You Watch?

- a) Cartoon network (Hindi)
- b) Cartoon network (Eng)
- c) Pogo
- d) Disney

Option	Opinion	Percentage
Cartoon Network (Hindi)	34	34%
Cartoon Network (Eng)	17	17%
Pogo	25	25%
Disney	24	24%

Table 2
Which of the Following Things You Copy from Your Favorite Cartoon Character?

- a) Dressing style
b) Acts

Option	Opinion	Percentage
Dressing Style	40	40%
Acts	60	60%

Table 3
Tick One the Indian Cultural & Religious Event Which You Have Seen in Cartoons?

- a) Dewali
b) Hole
c) Ganesh chaturthi
d) None of them

Option	Opinion	Percentage
Dewali	30	30%
Hole	29	29%
Ganesh Chaturthi	16	16%
None of them	25	25%

Table 4
Do You Copy Any Indian Cultural & Religious Events Which Have Been Shown in Cartoons?

- a) Yes
b) No

Option	Opinion	Percentage
Yes	51	51%
No	49	49%

Table 5
Tick One of the Following Words Which You Hear in Cartoons?

- a) Sapnay
b) Vishwash
c) Namastay
d) None of them

Option	Opinion	Percentage
Sapnay	29	29%
Vishwash	29	29%
Namastay	31	31%
None of them	11	11%

Table 6
Do You Learn Any New Word after Watching Cartoons?

- a) Yes
b) No

Option	Opinion	Percentage
Yes	54	54%
No	46	46%

Table 7
Do You Use These Words in Your Everyday Life?

- a) Yes
b) No

Option	Opinion	Percentage
Yes	56	56%
No	44	44%

PARENTS

Table 8
Do You Observe Your Children Using Words of Hindi Language in Daily Routine?

- a) Yes
b) No

Option	Opinion	Percentage
Yes	72	72%
No	28	28%

Table 9
Do You Observe Your Children to Copy Hindu Cultural Traditions Shown in Cartoons?

- a) Yes
b) No

Option	Opinion	Percentage
Yes	61	61%
No	39	39%

Table 10
Do You Observe Any Effect on Your Children Through Hindu Religious Cartoons?

- a) Yes
b) No

Option	Opinion	Percentage
Yes	60	60%
No	40	40%

4. ANALYSIS & DISCUSSION

Question no 1. Which of the following cartoon channel you watch? When researcher asked about the favorite cartoon channel. It is observed that Cartoon Network (Hindi) is the most popular of all the cartoon channels, 34% of the total children like to watch Cartoon Network (Hindi). Pogo enjoys 25% viewer ship of the total children, Pogo is simultaneously telecasting cartoons in English and Hindi language. 24% of the selected children like to watch Disney channel. The lowest viewer ship is of Cartoon Network (English) that is 17% of the selected children. Actually Cartoon Network is run under the supervision of Indian media, so they translate English cartoons into Hindi language and also telecast cartoons on their religious topics.

Question no 2. Which of the following things you copy from your favorite cartoon character? According to gathered data, 60% of the total children try to copy the acts of their favorite cartoon character and the rest 40% children try to copy the dressing style. So they demand these kinds of dressing from their parents, in this way we can imagine that how much strong impact these cartoons have on children.

Question no 3. Tick one the Indian cultural & religious event which you have seen in cartoons? When the researcher asked about the Indian cultural and religious events that they have seen any of these events in cartoons than the result shows that 30% of the total children have seen Dewali in cartoons, 29% children have seen Holi in cartoons and 16% have seen Ganesh chaturthi in cartoons. Only 25% children have not seen any of these cultural and religious events in cartoons. So overall 75% of the total children have seen these events in cartoons and have an understanding about it, which shows that Indian culture and religion is being promoted through cartoons which also prove the hypothesis of researcher.

Question no 4. Do you copy any Indian cultural & religious events which have been shown in cartoons? According to the collected data, 51% of the total population are try to copy Indian cultural and religious events which have been shown in cartoons and 49% children do not copy these events. It shows that children try to copy whatever they watch in cartoons, which mean cartoon channels are quite successful in promoting Hindu culture and religion through cartoons, which is not a good sign but proving the hypothesis of researcher that cartoons are promoting Indian culture and religion.

Question no 5. Tick one of the following words which you hear in cartoons? When the researcher asked children about Hindi words which they have heard in cartoons. So the result shows that 29% of the children have hear words Sapnay in cartoons, 29% children have hear Vishwash, 31% children have hear Namastay and only 11% of the total children have not hear any of these word in cartoons. So overall 89% of the children have hear these Hindi

words in cartoons which proved that Hindi language is being promoting through cartoons.

Question no 6. Do you learn any new word after watching cartoons? If yes then what have you learned? In answer of this question only 46% of the total children do not learn any new words from cartoons, but 54% of the total children agree that they have learn new words of Hindi after watching cartoons, like Namasty, Sapnay, Vishwash, Parnam., Baghwan etc.

Question no 7. Do you use these words in your everyday life? Indian dubbed and religious cartoons have such a strong impact on the minds of the children that when researcher asked children that do you use these words in your daily life, So 56% of children were said that they do use these words in their daily life and only 44% of the total children do not use these words in their daily life. So this results shows that children are adopting Hindi language and it also dominating on Urdu language which also prove the hypothesis of researcher that children are adopting Hindi language.

Parents

Question no 1(Parents). Do you observe your children using words of Hindi language in daily routine? If yes then what? In answer of this question, 72% of the total parents were agreed and said yes they do use Hindi words in their daily routine and only 28% said that their children do not use any Hindi word in daily routine. Parents had also mentioned Hindi words which their children use in daily routine like Parnam, Icha, Vishwash, Namastay, Sapnay and Baghwan. That result also had shown the strong impact of these cartoons on children and again proving the hypothesis of researcher

Question no 2(Parents). Do you observe your children to copy Hindu cultural traditions shown in cartoons? According to collected data, 61% of the total parents said that their children try to copy Indian cultural tradition shown in cartoons and 39% parents said that their children did not try to copy Indian cultural traditions. In this way we can imagine that how these cartoons are dominating on the fresh minds of children and also proving the hypothesis of researcher that Indian culture is being promoted through cartoons.

Question no 3(Parents). Do you observe any effect on your children through Hindu religious cartoons? If yes then what? When researcher asked about the effect of Hindu religious cartoons that do you observe any effect on your children through Hindu religious cartoons, in reply 60% parents said that they observed that Hindu religious cartoons are affecting their children because they try to repeat their religious events in their routine life which is not a good sign.

CONCLUSION

The above study is conducted on the effects of cartoons

on children. Researcher used Social Cognitive Theory to support this study. One of the major things which make a difference between this study and other related studies was that, researcher not only conducted survey from children but also from their parents. In this way researcher's study become more strong and meaningful.

Children are quick learner and they copy the same which they observe in cartoons. Indian cultural and religious values have started to evolve in Pakistani culture, so, to this we can call it cultural invasion. Children are seen saying Namastay, Parnam instead of the usual Muslims greeting Asalam-o-alikum. It's an alarming situation for Urdu language and Islamic Culture.

Children are innocent and don't have proper sense that what they should watch and what not, this is the responsibility of the parents to give awareness to their

children about the harmful effects of these cartoons. Another factor which gives fuel to fire is the lack of Pakistani cartoon channels. Due to the lack of Pakistani Cartoon channels children prefer to watch Pogo, Cartoon Network (Hindi), etc. which run under the supervision of Indian media. If Pakistani media and parents don't pay attention to under laying issue then we can well imagine the effect of these cartons because they are already successful in promoting Hindi language and Indian culture & religion in the fresh minds of children.

REFERENCES

Shaker Scindia (2009). *The Basics of Hinduism*. Retrieved from <http://www.amazon.com/Basics-Hinduism-Every-Parent-Should/dp/1442125411>.