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## Impact of Kochu TV Channel on the Language and Behaviour of Children

**Sujitha Shaji**

PG Student, Department of Visual Media, Amrita School of Arts and Sciences, Kochi  
Amrita Vishwa Vidyapeetham University, Kerala, India

**Sanju R.**

Assistant Professor, Department of Visual Media, Amrita School of Arts and Sciences, Kochi, India

### **Abstract:**

*Visual media is an influential medium nowadays. Television is proven as one of the most dominant media influences in kid's life. There is excessive growth in kid's entertainment channels recently. Children acquire and rising abilities by observing and experiencing the world. In that way, these channels have a great role in the socialising process. Kochu TV is the first Malayalam kids entertainment channel started broadcasting in 2011. The basic objective of the research was to define the influencing nature of Kochu TV channel on kids. This was an attempt had been made to analyse the content of the channel and find out the language and behavioural change among children by viewing Kochu TV channel.*

**Keywords:** Kochu TV, violence, behaviour, influence, children

### **1. Introduction**

In today's high tech society children are more interested to explore things, so they are more exposed to television. Children have been entertained by animated films and cartoon programs for more than 80 years. Childhood is the first stage of character moulding, a crucial period in the child development. Television has involved in the process of socialisation. United home entertainment's Hun Gama TV is the first India made kids channel of television. Cartoon and kids program are a source of creativeness and motivation. In earlier children mostly enjoyed with cartoon characters like Dora Mon, Pokémon, and Tom-Jerry are from other countries. But, today many animated series based on Indian mythologies have come up and children especially in India are enjoying them the most. Some of them are Chota Bheem, Pakdam Pakdi and Motu Patlu.

Sun TV Network, one of the largest television broadcast in India, launched the first 24 hour Malayalam kids channel 'Kochu TV' on 16 October 2011. The channel has target audience in the age group of 4 – 14 years with regional and international flavour content. Kochu TV includes programs with different genres like humour, action, fantasy and education. The channel also broadcasting adaptable and rich mix of programming which includes best cartoons like He-Man, Dora Mon, Jackie-Chan adventures and pre-school content. Psychological research has found that televised cartoon has numerous effects on the behaviour of children. Children become more creative by watching cartoon films. Cartoon channels have remarkable influence in improving the reasoning aspects among young children.

#### *1.1. Children and Kochu TV*

Kochu TV started as the first Malayalam cartoon channel which helped children to understand the dialogues in an informative way. Localised content and language is the main focus of the channel.

Children are attracted to television from the earlier age. As the psychological studies explain they start watching television in the age of six months. When these children have two, three years they become enthusiastic viewers of television. Such powerful and regular watching may resulted in addiction. When children are addicted to television, it may visible in their daily activities and life style.

Kochu TV has broadcasting hundreds of programs in different genres like News, Talk Shows, Craft Shows, and Movies. Kochu TV has gained viewers participation through some interactive game show "Run Singoo Run". "Kochu Varthakal" is an informative news program broadcasted in Kochu TV. It includes important information from different parts of the world.

Cartoon is also part of the kid's entertainment. Like any other television program, cartoon is also function to entertain and information. Kochu TV is playing best cartoons like 'Straut Little', 'Dorayude Prayanam' and 'Dosth Bada Dosth'. Children are interested in cartoon shows because of the colourful fantasy world. The major consequence of this is children's inability to understand the difference between the fantasy and real world.

Kochu TV has also sponsored several programs which help to improve Malayalam language. They are also conducted programs to encourage the use of Malayalam language.

## 2. Review of Literature

Voot, T.H.A. vander. (1986), "television violence: a child's eye view" studied about televised violence and how children perceive and experience violent television programs. The study explains violent program can provide indication of how to act aggressively. The emotional provocation aroused by violent program may effect in aggressive behaviour. As controversial to this, the study also says the same violent program can create aggression in one and stimulation in another. This effect will be varied upon the children's experience, preference, and values.

This book also deals with 'observational learning theory' which explains children are surrounded by examples not by persons. For this point of view, a child's world is filled with models. These models are chosen from television because it is the most frequent medium. The child patterns its own behaviour according to this model. So the children observe the model selectively and absorb characteristics.

Singh, D. D. (2014), "Television Viewing Habits and Moral Formation of Children in Rural India" studied about the relation between television viewing and moral formation.

Dr. Dhyan Singh concluded that television programs have both positive and negative impact on children's moral formation. There can no longer be any doubt that heavy exposure to cable television program is one of the causes of moral declining. Today children spent more time viewing television rather than spending time with their parents and going out. The study says, nowadays the local culture has been intermingling with the western culture. And this conversion is influencing the moral values of our children. Television programs effects children of all ages, of genders, at all socio-economic levels.

AAP, (2009), "Media Violence and Children" American Academy of Paediatrics described media violence can contribute to aggressive behaviour, desensitization to violence etc. this study proves that the strength of association of media violence and aggressive nature of children is very high. Media violence is one of the causal factors of real-life violence and aggression. Another important point of this study is the context in which media violence is portrayed and consumed can make the difference between learning about violence and learning to be violent. They also says the real context, cost and consequences of violence can be understood only with helpful adult guidance.

Singh, A., & Gaurav, S. (2009) "Television Exposure and Academic Skills of Children: New Findings from India". In this study they examined the association between academic skills of children and television viewing. They studied this relationship with respect to different skills like reading, writing, and mathematics skill. In matter of reading skills, watching television had a positive correlation. They concluded that in the case of mathematics skills were a little different, where watching television for small duration (1/2 – 2 hours daily) had a positive correlation, whereas watching more than two hours of television daily had a detrimental but insignificant correlation.

In contrast to reading and mathematics skills, watching more than 2 hours of television had a strong and significant positive correlation with the writing skills of children. The study also says "watching television in an uncontrolled manner might be detrimental to the academic skills of children, but watching educational content in a regulated manner seems to have a positive correlation with children's academic skills." The study concluded the television is a useful medium but with careful and regulate use.

Krish, S. J., (2004), "cartoon and aggression in youth" the study explains the animated violence and aggressive behaviour and also the factors which can reduce the impact of violent behaviour. This experiment clearly shows the non-comedic cartoons increase the aggressive nature towards peers. The comedic elements in cartoon cover-up animated violence. Comedic violence appears to be unrelated to aggressive behaviour in youth.

Hassan. & Danial., (2013), "cartoon network and its impact on school going children" This study explain cartoon network is the favourite cartoon channel of children. They are regularly exposed to cartoon network. There is a strong impact of Cartoon Network on school going kids which can be seen on their life style, dressing, aggressive and violent behaviour and their language. This study also says, children's physical activities are limited by excessive watching of television. As cartoon watching is the most favourite hobby of children in their leisure time.

### 2.1. Objectives of the Study

- To find out the positive impacts of Kochu TV channel on children.
- To find out the negative impact of Kochu TV channel on the behaviour of children.
- To suggest better ways and means to modify the behaviour of Kochu TV viewers.

### 2.2. Study Methodology

The area was chosen for study was Aluva. Multi stage sampling technique was used to select 100 samples from Aluva city.

In the present study, an extensive use of both primary and secondary data was collected in order to achieve the objectives of the study. For collecting primary data, survey technique was undertaken with the use of interview and questionnaire. Primary data relating to daily hourly rate of television viewing, most watched program in Kochu TV, the physical problems faced by children while watching Kochu TV, nature of channel content were collected from sample respondents.

The secondary data related to the study gained from the database maintained in the internet resources.

### 3. Data Analysis and Findings of the Study

The data collected from 100 questionnaires are analysed, interpreted and presented on the basis of objectives. Simple percentage technique was employed to arrive at the results and findings of the data analysis which is graphically shown by pie chart

A summary of the Findings based on the analysis of the data is listed below:

#### 3.1. Q1. what is the age group of the respondents?

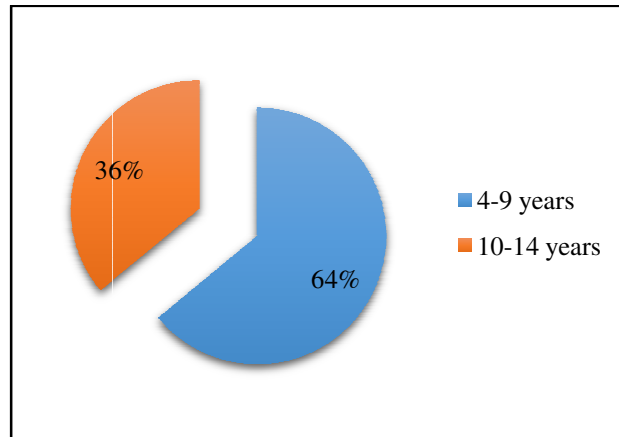


Figure 1: Age Group

Figure 1 shows the 64% of respondent belongs to 4 to 9 years age group and other 36% belongs to 10 to 14 year's age group. It shows the younger children are frequent viewers of television.

#### 3.2. Q2. What is the daily hourly rate of watching television? A. 30 min-1 hours B. 1- 2 hours C. 2-3hours

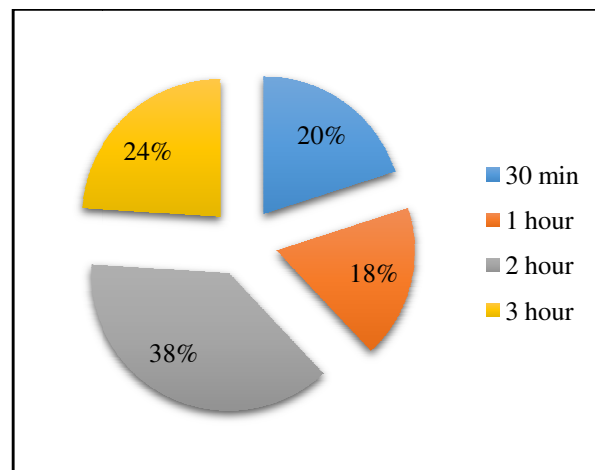


Figure 2: Daily hourly rate of watching television

Figure 2 depicts that most of the respondents are watching television for two to three hours. 38% of children are watching television 2 hours per day. 24% of children are watching television almost 3 hours in a day. 18% of children exposed to television for 1 hour. 30 minute watched by 20%.

When the people are younger age they are watching television as a hobby but it become a habit after so much years. Children aged 8 to 12 are exposed to television almost 2 to 3 hours per day.

The Canadian Pediatric society recommends that school-age children should watch no more than two hours of television per day, with less than one hour being ideal.

3.3. Q3. Which is your favourite program in Kochu TV?

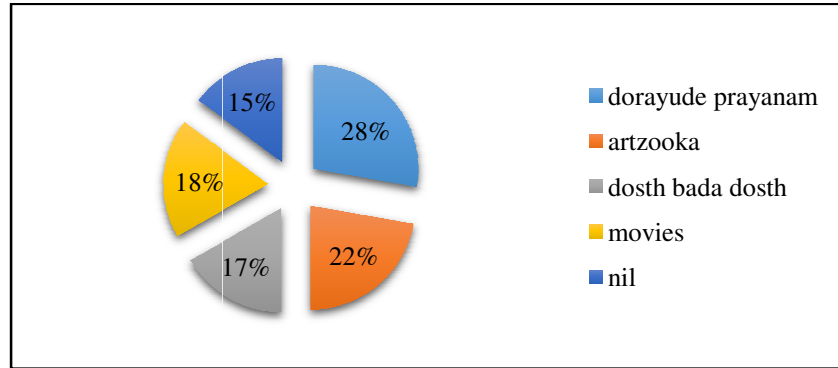


Figure 3: Favourite program in Kochu TV

28% of children were chosen ‘Dorayude prayanam’ as their favourite show in Kochu TV. It is not only an entertainment cartoon but also provides information. It is an interactive cartoon show. The cartoon character (dora) ask questions to children and gives time to answer. It develops children concentration power and help to learn new words.

22% interested in Artzooka, a show on craft tips weaved along with playful stories. 18% children are interested in movies. The channel is broadcasting many movies. Some of them are adaptation of international films. 15 % are passive viewers of the channel. Most of the programs are cartoon series. So, the study concludes that Kochu TV is commonly viewed for cartoon programs.

3.4. Q4. Do children imitating any cartoon characters?

- A. Yes
- B. No
- C. sometimes

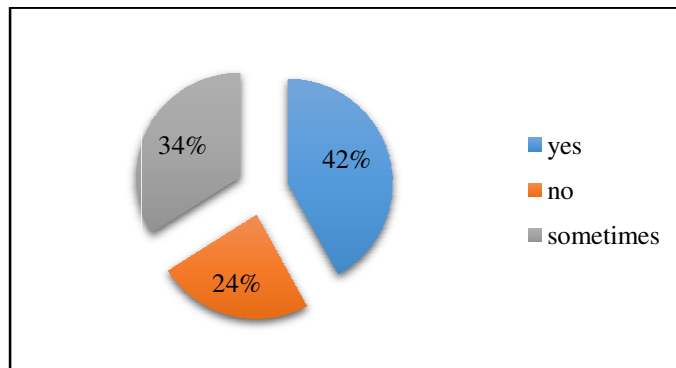


Figure 4: Do children imitating any cartoon character??

In figure 4, 42% of children imitating cartoon characters. 24% children are not doing such tasks. 34% children are included in sometimes. Almost 90 % of the regular viewers are imitating their favourite cartoon character. They are showing the real characteristics of their favourite character. It can be positive and negative.

3.5. Q5. Have you noticed increase in fighting between children after they watched kochu tv?

- A. Yes
- B. No
- C. sometimes

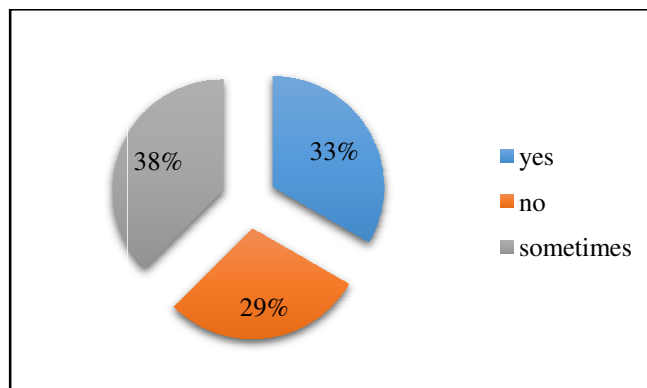


Figure 5: Fighting Nature

In figure5 shows 33% of children engaged in fighting after watching Kochu TV. The violence content might be creating this situation. Channels, specially targeting children have certain restrictions on the violence content. Some of the children fighting in peer groups by using the name of their favourite character. This shows the addictive nature and acceptance of violence. 38% children are doing fights rarely. This shows children mostly imitating the negative characteristics of cartoon.

3.6. Q6. Do children change their spoken language or accent after watching Kochu TV?  
 A. Yes B. No C. Sometimes

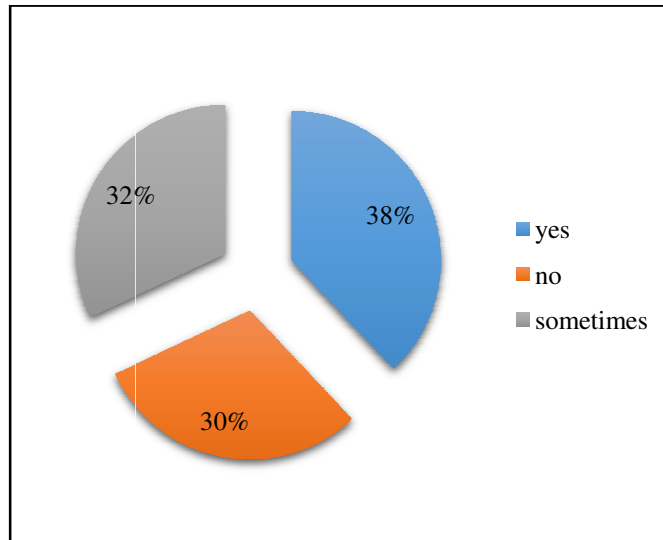


Figure 6: Do children change in their accent ??

In figure 6, 33%of children change their accent or language by the influence of the channel. Kochu TV channel has numerous programs adopted from another language and they dubbed it in to Malayalam. But maintain the quality is difficult problem. 32% says the influence is visible at sometimes. It depends upon the show, the quality of the language and how much time children are exposed to it.

3.7. Q7. Do children prefer watching Kochu TV more than outdoor games?  
 A. Yes B. No C. Sometimes

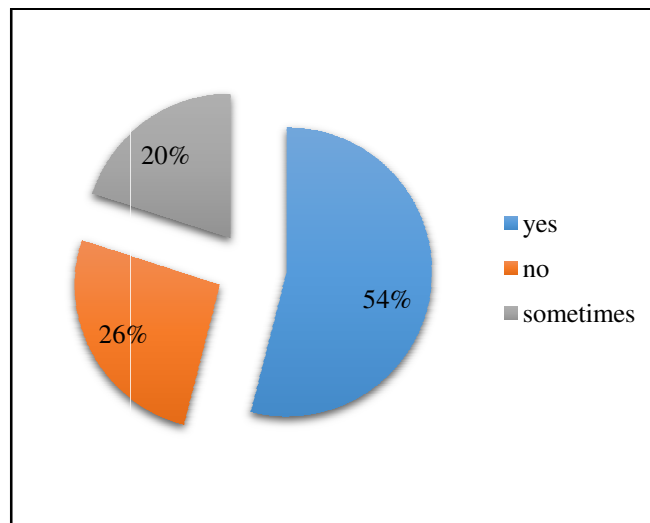


Figure 7: Do children prefer Kochu TV more than outdoor games

54% of children prefer watching Kochu TV more than outdoor games. They are preferred to watch television rather than playing games. Physical activities are very rare in these children. This will result in their body language and living life. The 26% children are interested in outdoor games. Another 20% is interested in both activities.

3.8. Q8. Do you think Kochu TV is a good channel? Why?

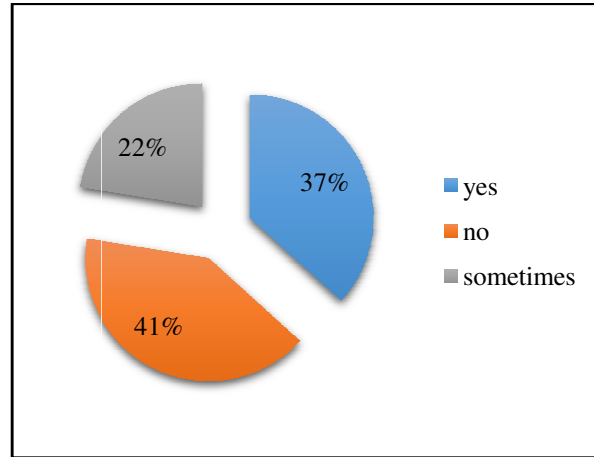


Figure 8: Kochu TV is an informative channel ??

This question directly pointed to parents in order to understand their opinion about the channel. As a result 37% prefer Kochu TV is an informative channel. It includes a lot of program on educational basis. Many cartoon programs are creating positive impact in education level. But 41% prefer Kochu TV as only for entertainment purpose.

3.9. Q10. Do you prefer to watch television with your children?

- A. Yes
- B. No
- C. Sometimes

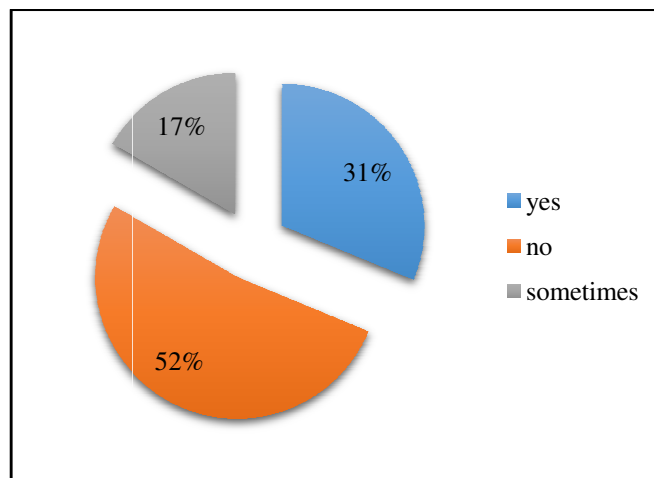


Figure 9: Parents Preference

This question was included to find out the guidance given to children in television watching. But 52% of parents are not watching television with their children. Those parents are not giving any particular guidance to child. 31% of parents are watching television with their children.

In this busy life most of the parents does not have time to spend with children. They are not interested to give guidelines to the children. As a result children will choose their own interested television shows. This may create negative effect in their life and language.

**4. Conclusion**

The result of the study indicates that children are highly influenced by Kochu TV channel. Kochu TV creates positive and negative impact among children.

The interactive cartoon program helped children to learn new words and improve thinking ability. it is a good initiative of study. Cartoons are educational like “Dorayude prayanam”, a show that help children learn the alphabet, words, meaning, phrases. Program like “Kochu Varthakal” also give information from all around the world. Unfortunately, most of the programs watched by children have negative impacts in their life. They paid more attention to watch cartoon than any other activity. This happened because of the absence of proper guidance from elders.

The amount of time spent watching Kochu TV goes up, the amount of time devoted not only to education or exams but other important aspects of life such as social involvement and physical activities decreases. When children become regular viewers of television, their social life will be in distress.

Kochu TV is a Malayalam based channel. Most of the programs are translated from another language. But some of them are not able to follow the translation rules. One of the examples is losing importance in pronunciation of Malayalam words. Frequent viewers of such programs are following this mistake. This may affect in their language use.

Kochu TV also portrays violent world through cartoons and movies. Excessive viewing of violence may cause children aggressive. Children cannot differentiate between virtual and real world. When kids are exposed to fight, violence, war etc. they are taken it seriously. They begin to accept violence as way to solve problems. The impact of TV violence may show immediately in the child's behaviour.

### 5. Suggestions

- Kochu TV is a kid's entertainment channel. But unlimited screening is unsafe for children. So it is important to regulate the screen time to 1 to 2 hours.
- Most of the kids are frequent viewers of television. So parents make sure to analyse and evaluate the programs children has viewing. If the content is against the broadcasting rules and regulations report BCCC (Broadcasting Contents Complaints Council)
- The study reveals that parents are not showing much interest in watching television with their children. Parents should make thoughtful media choices and watch television with children. Responsive interpretation will help children to accept the real advantage.

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