

POPULAR CHILDREN'S TV PROGRAMS IN PAKISTAN

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ABSTRACT

TV is one of the most powerful mediums of communication. It broadcast information, entertainment and education via audio video. People around the globe use TV for different purposes. However, as an entertainment medium TV is considered the most powerful tool. Children of different age groups watch children TV programs to get themselves entertained. Present research study based on survey technique to investigate different popular children TV programs and their popularity among the children. Population for present research study was students studying in the different educational institutions of Pakistan. The purposive sampling technique was used. The sample size for this research study was 500 children studying in the different educational institutions having different age groups like 3-6, 6-12 and 13-19. The data was collected from the selected sample through close ended questionnaire for convenient. The collected data was analyzed statistical software to make inferences. Media effect theory Uses and Gratification approach is most relevant media effects theory which was very much relevant with this research work. The exclusive analysis of the data reveals that overall majority of the respondents i.e., children prefer to watch children TV programs 2 to 6 hours a day. The empirical analysis of the data also reveals that Pakistani children prefer to watch Doramon, Jann, Oggy and Cockroaches, Tom & Jerry, Bugs Bunny, Ben 10, Barbie, Chotta Bheem, Moto Patlo and Mr Bean. The empirical analysis also reveals that children watch these programs for the purpose of entertainment and information.

Keywords: Children, TV Channels, Children TV Programs, Popularity, Duration, Entertainment

INTRODUCTION

Children TV plays a very important role in the lives of the children living in an underdeveloped country. Children spend a large amount of time in front of television. Research have reported that children spend 2 to 6 hours daily in TV watching habit. This watching habit results in many positive and negative effects. The positive effects strengthen the behavior of the children and control of their emotions. Children TV watching habit provides opportunity to have a new life script by following novel ideas to celebrate life events, encounter real life situations and problems. Children get awareness about different cultures, society laws and ethics. The accepted norms in any community. Children TV is encouraging children for adventure, socialization, self-care, creative and innovative ways to do anything. Many undesirable effects are associated with children TV watching habit. They start to imitate negative characters and their behaviors. The violence portrayal in children TV creates aggression and desensitized emotions in the behaviors of the children. The element of fantasy creates fear in children. They start to feel fear from that information and content, they are unable to process and comprehend. They realize to have the only option to resolve disputes with aggression (Khan, 2021).

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The cable TV provides children a little better opportunity for programs selection. Following children TV channels are broadcasting in Pakistan; Cartoon Network, Nickelodeon, Cbeebies, POP, Kids Zone, PTV Tele School, Cinemachi Kids, Champion TV, and Baby TV (Wikipedia, 2022). Investigation has exposed that these programs are popular in Pakistani children: Doramon, Jaan, Oggy and Cockroaches, Tom & Jerry, Buggs Bunny, Ben 10, Barbie, Chotta Bheem, Moto Patlo and Mr Bean. The appreciation and criticism are attached with these broadcasted international children TV programs. These programing is creating far reaching impact on the intellect, morals and behavior of the children.

REVIEW OF LITERATURE

Valkenberg & Vroone, (2004) described that children's even preschooler make decision in 'selection of TV program'. They prefer to select the program that is exciting and hate program that is contrary to their interest or mental level.

Peter et. al., (1991) reported about a longitudinal study that TV watching patterns in 3 to 5 years old children and game shows. A fifty-one-week diary about the watching behavior of all family members was collected with 6 months intervals. The programs genre was identified as, child informative, sports, comedy, drams, action, adventure, and game shows. The study has shown that majority of children programs children prefer to watch alone. However, the adult programs are watched with parents.

Buckingham, (1996) states that children TV investigation and theory is established in sociology and cultural studies. He reported that even toddler and tweens are active, assertive in media use and program selection.

Nickelodeon is the most popular children TV channel established by Viacom CBS Domestic Media Networks (1977) as Pinwheel and transformed into Nickelodeon in 1979. It airs programs for children during 7:00 am to 9:00 am. (Hemsworth, 2018)

Nickelodeon was the top children TV channel for 17 years. Its supremacy was broken with the establishment of Disney channel. (Nickelodeon is 2009's Top _Ranked Cable Network). Nickelodeon is broadcasting programing blocks Nick at Nite, Nick Jr, and Nick Saturday Night. Nick Jr broadcast programs for the entertainment of preschool children. Nick Saturday block presents animated movies during 9am to 12:30 pm. Nickelodeon broadcast program for the children aged 2 to 8 years old (Kenan & Kel, 2004).

Nickelodeon started to broadcast in Pakistan on 23rd November 2006 from ARY Digital Network. Cartoon Network Pakistan aired first time on 2nd April 2004. Nickelodeon converted into satellite channel since 2015 and available in Pakistan directly. It targeted children of Pakistan. It broadcasted most of the programs aired on Cartoon Network India with the omission of few shows (Cartoon Network India and Pakistan Feed in Intelsat 10).

Nickelodeon license was suspended temporarily by PEMRA and restarted broadcasting shortly in 2016. (The Economic Times, 2016). Nickelodeon Pakistan started official Urdu dubbing of its programming in 2022 (Nick Pakistan, 2022).

Cartoon Network was established on October 1, 1992. It's a pay TV launched by 'Warner Bros Entertainment' in USA. It airs during 6:00am to 8:00 pm. (Wikipedia). Cartoon Network Indian and Pakistan are similar in program contents, the only difference existent is timings, advertisements, games and reports. Cartoon Network Pakistan target children audience aged 7 to 17 years old children. Cartoon Network Pakistan is available in English and Hindi Language version. Cartoon Network is celebrated for classical programing from WB library. Hanna Barbera's popular shows like The Flintstone and Swat Kats. Cartoon Network Pakistan broadcast Toonami block. This block is popular in children aged 8 to 10 years old. Cartoon Networks Toonami block is popular in children and youth. Toonami is broadcasting Japanese animated shows. Toonami block got improvement in production and introduced 3D look. Cartoon Networks broadcast during 4:00 to 6:00 Pm (Monday to Friday) (Pakistan Times .net, 2004). Cartoon Network had an 8,500 hours cartoon library at the time of establishment. (Observer Report, 1992). Cartoon Network was the first 24 hours animated channel. CNN provided funding for this channel (Mittell, 2004).

Pogo is an Indian cable and satellite television channel held by Warner Bros. Discovery India under flagship of Cartoon Network India as the network's sister channel. It was founded on 1 January 2004. Broadcasting mainly animated programming, Pogo is Turner's South Asia-exclusive

children's television network. (Cartoon Network and Pogo go on air in Sri Lanka", 2022.). Pogo is available in Pakistan started to broadcast as 3 hours block on Cartoon Network. It has broadcasted many popular exciting series. The most popular POGO animated TV series are following: MAD, 'Just for Laughs', 'Gags,' 'Mr. Bean', 'just kidding', 'Blazing Teens' etc ("Pogo premiers Japanese game show 'Takeshi's Castle'"). In 2011, Pogo started to compete in rating with its sister channel Cartoon Network. Mostly, it presents animated and live action series. Pogo contributed a large number of popular series like The Power Puff Girls and Batman. In 2012, Pogo India acquired license and started to broadcast Choota Bheem, which turn out to be incredibly successful in India and converted Pogo into No 1 children TV channel in India. (BDNews24, 2013)

Children spend a large amount of their day in front of TV. They do breakfast, lunch and homework in TV background. Children have their preferences in content selection. The children in Pakistan love to watch these international children TV programs. Following programs are popular in children of Pakistan.

Doramon is Japanese manga series about the 'earless robotic cat'. The cat's name is Doramon. She is able to travel in time. She travels in 22nd century to aid a boy named Nobita Nobi. Nobita is 10 years old Japanese school boy. He is poor in academics and sports but a kindhearted and honest (Pelliteri, Marco, 2008). Doramon from 22nd century descends to bring transformation in his life from deterioration to success. Doramon has a four-dimensional bag to store utensils and instruments to help Nabita to come out of any problem. Doraemon is afraid of mice, because; one of his ears was beaten by a mouse accidentally. She had yellow color that turned into blue after this accident in a grief. Nobita used to accompany with his three friends. They have friendly and cooperative relationship with each other (Shiraishi 2000, pp. 292–293). Nobita had a time machine to control the time. He used to keep it in his table drawer applies it time to time to satisfy his desire (Peters, Jefferson M., 2002).

Jaan cartoons are Turkish cartoon and broadcast on See TV later dubbed in Urdu language. The series present very few required characters that makes it different from other series. Jaan is protagonist five years old boy tells a new moral story in each episode. Jaan has a brother named Hamad and sister Maryam. Hamad is kind and devoted to his younger siblings. Maryam is by nature cheerful and challenging. The series presents 'Ami Jan, Baba Jani, Dada Maa, Dadi ji, Nana ji, Nani Maa, some friends of Jaan, Security Guard etc'. Each episode starts with Jan song. Jaan Cartoon enjoyed popularity in Islamic community. It imparted the lesson to live and enjoy the present movement. (Hercules Web, 2018).

Oggy and cockroaches is a comedy animated series. The characters have a preference for silent gestures. Whenever they communicate use meaningless words for expression. Oggy cares piya a seven-year-old female elephant from India (Xilam Animation Position, 2021).

Oggy and Cockroaches is an anthromorphic series about a cat who spends his day watching TV with junk food items or seems busy in household chores. She is teased by a group of cockroaches. Oggy often stops the cockroach's chain attacking onto refrigerator. Oggy is helped by Jack and Bob to control the naughty pursuits of cockroaches. Jack and Bob are bull dogs. They are Oggy's neighbor, and short tempered by nature. (Oggy and the Cockroaches – Xilam". xilam.com. Retrieved 24 August 2015.) Oggy has established a love & hate relationship with cockroaches and their family. Oggy suffers from height phobia ("Oggy revival leads Xilam's CGI ambitions"). Cockroaches are in a gang of three cockroaches known as 'Dee Dee', 'Marky', and 'Joey', who love playing tricks (Oggy and the Cockroaches in comics", 2012).

Tom & Jerry is the most popular children TV series worldwide. This short cartoon animated series is designed by William Hanna & Joseph Barbara. Tom & Jerry is about a love and hate relationship between Tom a giant ambitious cat and Jerry is a tiny brave mouse. This cartoon presents a cat-mouse friendship that earns hearts of millions of people watching it regularly. Mostly a cat defeats a mouse and eats it as a meal. However, Tom employs all his energy to eat Jerry. Although Jerry succeeded all the time to escape away. The plot of the cartoon series is hilariously amusing. It provides a cause of laughter to its audience. Each episode comprises over 6-10 minutes duration. But it does not allow its audience to feel boredom (Study Mentor, 2021).

Bugs Bunny is anthromorphic animated cartoon series produced by Leon Schlesinger Production in 1930s. The story is about a gray and white rabbit. Bugs is popular for his funny insouciant character. Bugs communicates in Brooklyn accent and presents a fraudulent character. Bugs Catch phrase is, "Eh...What's up doctor?" (Bugs Bunny: The Trickster, American Style", 2008). Bugs featured

in 160 cartoon series between 1940 and 1964. (Bugs Bunny". Hollywood Chamber of Commerce, 2012.)

Ben 10 series was broadcasted by cartoon network. The series is about a boy named Ben Tennyson. Who has an alien watch named 'Omnitrix'. The unique quality attached with this 'Omnitrix' is that it has the DNA of many alien species. Omnitrix allows Ben 10 the various unusual powerful capabilities. It had the abilities of 10 species initially later it was added by more dynamic powers. It's the Cartoon Networks longest running series. Ben 10 accessories are manufactured by Budai the franchise has grossed over \$6 billion in retail sales (Jennifer, 2013).

Barbie ideology is derived from a fictional Barbie character named 'Barbera Millicent Robert'. In 1960, it was published in a fictional novel series by Random House. The story is about the Barbera attending Willow high school. In 1999, 'The Generation Girl book 'about Barbie was published by Golden Book. The story explored Barbie attending the fictional Manhattan International High School in New York City. This story is based on a real school life of 'Stuyvesant High School' (Marcia, 1999). Barbie is the most popular series in girls. Barbie is severely criticized for her snobbish life style (Ziobro, 2016). Barbie animated films started to broadcast in 2001. This film broadcasted continuously on Nickelodeon TV channel from 2001 to 2017. Barbie images and accessories are most popular. Don Richard Cox stated that Barbie has a symbol of women freedom, with ornaments and ideal wealthy lifestyle that is enjoyed by the royal families. (Don Richard Cox, 1977). In 2001, Barbie films started with 'Barbie in the Nutcracker' ("Barbie Animated Film Series", 2021)

Barbie is role model for children, try to copy her each style. The most common allegation against Barbie is for promoting impractical standard of body figure for little girls. There is an alarming situation that if girls inspired by her skinny figure follow her physical stature will suffer from lack of appetite and lose weight in realistic manner (Brownell, and Napolitano., 1995).

Following are the most popular Barbie series: 'Barbie Dream house Adventure', 'Barbie Dream Topia', 'Barbie: It Takes Two', 'Barbie Life in the Dream House'. (wikipedia.org, Barbie_television_series). According to Common Sense Media research report Barbie series are improving self-esteem in children.

Barbie has a boy friend named Ken, this romantic relationship started in 1961 fictional character. In 2004, Mattel announced the Barbie and Ken's break up. In 2006, Booth seems to restore their romantic relationship again. In 2011, the pair reunion again on Valentine's Day. The script of 'Barbie: Dream house Adventure has represented Barbie and Ken living as a friend neighbors next door to each other. (Parija , 2011). Barbie has three younger sisters named skipper, Stacie and Chelsea. Barbie was co stared with her sisters in many plays. In 2013, It started from "Barbie and Her Sisters in a Pony Tale'.

Lee, (2004) described that the Barbie series also presented these of the Barbie relations a brother named Todd, a baby sister of Barbie named Kissy, a cousin named Francie. Barbie had a long list of foreign friends in different series like 'Hispanic Teresa', and 'Midge, African American Christie'. (Joseph Lee, 2004).

According to Barbie Madia, (2022) Barbie series exhibited Barbie having love and inspiration for pets. She had more than 40 pets in different episodes like 'cats, dogs, horses, panda, lion cub ,and a Zebra' .Barbie was presented with a transport variety with 'pink Beetle', and 'Corvette convertibles', 'trailers', and 'Jeeps'. Barbie had a pilot license and works as a 'flight attendant'. Barbie careers represented that woman could play different professional role in society. She served as a 'titles Miss Astronaut Barbie (1965)', 'Doctor Barbie (1988)', and 'Nascar Barbie (1998)' (. Barbie Media., 2022.).

DNA India, (2011) reported that Chhota Bheem is a comedy Indian, animated series. It was launched by Green Gold Animations Hyderabad. Chhota Bheem is available in four languages English, Hindi. Telgu and Tamil. Bheem is a heroic character. He is a young, brave and intelligent boy. He resolves the problems and issues faced by inhabitants of the Dholakpur .It's a rural village. Bheem has a rival named Kalia jealous of his popularity. Kalia with his twin brothers Dholu and Bholu conspires against Bheem. But he could never succeed. Bheem had a girl friend named chutki. Bheem has two friends Raju and Jaggu. Kalia tried to show himself superior from Jaggu. Most of the episodes focused Bheem and his friends' solving problems, untying mysteries, fighting evils that are affecting Dholakpur and his residents. But unfortunately, the team himself falls into trouble. The series also represented supernatural elements like Dholakpur being attacked by the 'demon Zimbara, the evil witch, or

Botakpur'. Chhota Bheem also discussed the theme of Indian Festival celebrations or Bheem and his friends are preparing for the participation in a competition. (Chhota_Bheem, Wikipedia).

Motu Patlu is an Indian animated sitcom television written by Niraj Vikram for Nickelodeon India. It was started on 16 October 2012. The series is about two friends named Motu and Patlu. They are living in an imaginary town FurFuri Nagar. Further, they have started to live in an urban city. Each episode presents Moto and Patlu in different situations. Motu Patlu visited Europe in 2019. In 2021, Motu Patlu presented visiting at Indian Places. At the present time they live in New Modern City. This series is directed by Suhas Kadav and created by Deepa Sahi and Anish J.S Mehta. The show has a theme song, "Motu Patlu ki Jodi". The show enjoyed the popularity in Indian children. (Milligan & Mercedes, 2016). The series is about the two boys indulged themselves in distress and comical situations, Further, saved only by luck. Samosas are Motu's favorite food, and he regularly tries to 'steal' them from a small merchant who sell's tea and Samosas named Chaiwala '. Moto energizes after eating samosas. He creates problems due to his emotional behavior. Patlu is the intelligent boy controls Motu from his nonsense. The minor characters included Ghashiram. Dr.Jhatka and Inspector Chimghum (Anil, 2015). Moto use this phrase very commonly "Khaali pet mere dimaag ki batti nahi chalti tum hi kuch karo!" (Urvi, 2014). In the newer episodes, his tunic features maroon vertical stripes. Patlu is a skinny man, used to say commonly to Mottu "Motu kuch karo!" Motu, do something!" This sentence is expressed by Patlu whenever Motu creates trouble ("Motu Patlu to air on Maasranga Television").

Mr. Bean is a British sketch comedy produced by Rowan Atkison. The story is about a naughty adult named Mr. Bean. Who seeks exciting, innocent, and unusual ways to deal with life's little problems. Mr. Bean has the quality to transform difficulties of life into laughing situation, 'one disaster at a time'. He encounters in different situations like 'getting his head stuck in a turkey while cooking Christmas dinner, to accidentally returning a baby to its mother by tying balloons to its carriage and watching it fly away'. (Common Sense Media)

Objectives of the Study:

Following are the major objectives of the study:

- To document number of children TV Channels broadcast in Pakistan;
- To explore the children preferences in selection of programs.
- To inquire the duration children spend in front of TV in Pakistan;
- To investigate the most popular children TV Program in children of Pakistan.

Theoretical Framework

This research study is supported by uses and gratification theory. The theory defines that mass media is used for 'social and mental needs'. (Blumer, Gurevitch & Katz, 1974). This theory empowers audience and directs them in understanding the process of mass media. The ideology of uses and gratification is embedded in the opinion of Herzog (1944). She concluded that media consumption helps audience to release their emotions, motivate, guide and entertain them.

The uses and gratification are grounded in a human's social and psychological need. A person has desire to communicate with a larger audience. Mass media programs are satisfying different needs of individuals from programs presentation, different activities, locations and actions. It fulfills a human's social and psychological needs in a positive manner. But it brings unintended results sometimes (Bulmer & Katz, 1974).

The people are using mass media for different purposes (West & Turner, 2007). The escape from a person's real identity, observation and relationship is the fundamental purpose for the consumption of mass media (McQuail, 1972). Mass media programs are consumed for the connection and separation from others around (Ketz et al, 1973). The basic purpose of the media watching habit is time passing, friendship, interest, 'escape from cruel realities of life', social & cultural linkages , entertainment, learning and education (Rubin ,1981; West Turner, 2007, P 426).

The audience select programs according to their need, interest and desire. Every individual is well aware about liking and interest for media programs. The audience can easily identify the value, their preference and programs ranking (West & Turner, 2007). According to uses and gratification approach is that people use media to satisfy their social and psychological needs (Lariscy et al ,2011).

Hypothesis of the study

Following are the hypothesis of this research work:

H1. It is more likely children frequently watch different TV programs;

- H2. It is more likely children pay much attention to watch Children TV programs;
 H3. It is more likely children spent more than two hours a day to watch Children TV programs;
 H4. It is more likely that popularity of children TV programs are increasing day by day.
 H5. It is more likely that children are interested in animated and entertainment programs.

RESEARCH METHODOLOGY

Social science research has a flexibility. It can adopt a number of suitable technique to collect data according to the subject and need. The research can adopt any method according to condition and situation. Although certain similar steps are adopted to conduct any social science research. The researcher's community check the authenticity and credibility of any research by repeating these steps. This research study was conducted over population of the children studying in different schools of Bahawalpur. The sample size consist of 500 children respondents belongs to different age group i.e. (3-6), (6-12), (13-19).

The investigator has selected popular children TV channels broadcast on cable TV channels like, Nickelodeon, Cartoon Network, and Pogo in Pakistan. The probability sampling technique was used to collect the data from a suitable sample size. A consistent questionnaire was designed as a tool for data collection which is based on open ended and Likert Scale style method. The questionnaire for the age group of 3 to 6 years old was filled by their parents and teachers for the purpose of 'validity and reliability' in research. In addition, the collected data was examined by using SPSS software to find results.

FINDINGS

Table No. 1 Presenting Info about Gender Participated in Survey. (n=500)

Category	Response
Male	45.8% (229)
Female	54.2% (271)

Table1 shows the info about children participated in survey. The total sample N= 500 contributed totally to survey research to recognize the special effects of children TV programs on behavior. Rendering to survey results totally 229 children are male. However; 271 participants are female. The ratio lies (45.8%) male contributors and 54.2% females.

Figure No. 1 Displaying the Facts about Age Group of Participants

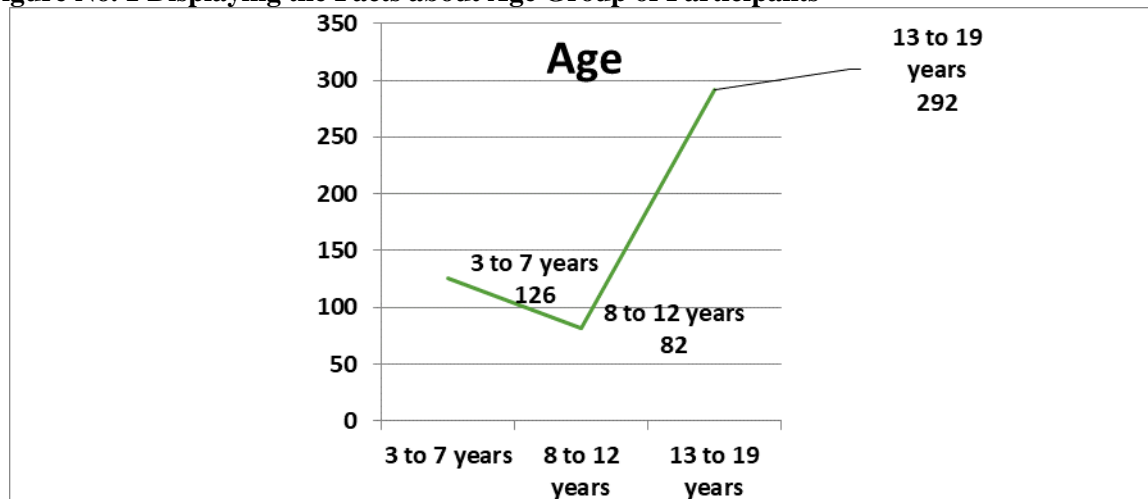


Figure1 is enlightening the information about different age groups contributed in survey, "Popular Children TV Programs in Pakistan". Interpreting the results conclusion (25.2%) 126 members belongs to the age of (3 years to 7 years) old, (16.4%) 82 participants are (8 to 12 years) old. However; (58.4%) 292 contributors belong to (13 to 19 Years) age group.

Figure No. 2 Presenting the Time Period Children Watch TV Entertaining Series Every day.

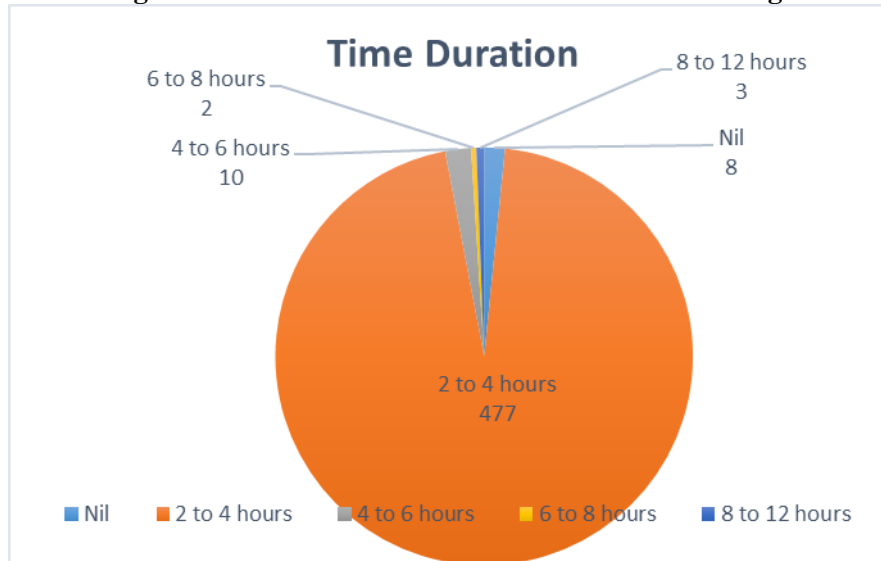


Figure 2. The above figure is displaying the children spend their time in TV watching practice daily. Rendering to study results 417 (83.4%) children viewing 2 to 4 hours TV entertaining series daily, 10 children (2%) viewing 4 to 6 hours TV entertaining programs daily, 2 children viewing 6 to 8 hours and left over 3 children watching 8 to 12 hours TV entertainment programs every day. They are in danger due to heavy TV viewing practice.

Figure No. 3 Identifying Popular Children Entertaining TV Program

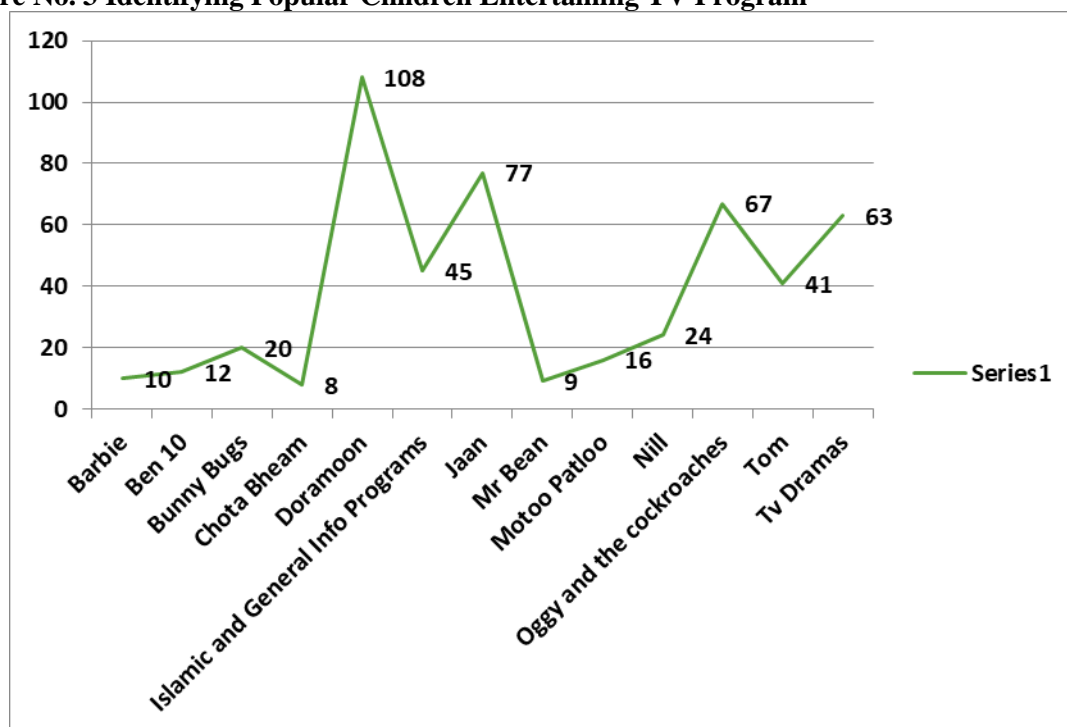


Figure 3 is presenting the info about the popular and entertaining children TV program in children of Pakistan; 108 (21.6%) children viewing the cartoon program “Doramoon”, 77 (15.4%) children seeing cartoon program “Jaan”, 67 (13.4%) children viewing cartoon program “Oggy and the cockroaches”, 45 (9%) children inspecting informative programs, 41 (8.2%) children viewing cartoons Tom and Jerry, 63 (12.6%) children watching TV Dramas produced for adult audience. However, the remaining children viewing various children TV entertaining programs.

Table No. 2 Presenting the Descriptive Statistics of Overall Scale Items

No	Item statements	Min	Max	Mean	S. D
1	Which Children TV program you like the most?	1	5	2.01	.881

‘The overhead table 20 presenting the descriptive statistics of overall scale matters involved in the scale. The maximum value, minimum value, average and standard deviation are discussed in the table’.

DISCUSSION

TV plays a very important role in the lives of children living in a underdeveloped country countries like Pakistan. This research study has supported that children of Pakistan are watching 2 to 4 hours TV daily. Many progressive and destructive features are associated with children TV programs. Children are keen and independent in the selection of programs. They are conscious about their interest. The children prefer to watch TV programs alone. Whereas they watch adult programs with their parents. Toddler and tweens are assertive and active in selection of programs.

The cable TV is providing children to access International Children TV channels in Pakistan. Nickelodeon started to broadcast in Pakistan in 2004 and Cartoon Network (2006). Nickelodeon started programing with Urdu dubbing in (2022). Progressively the galaxy of children TV channels increased in Pakistan. Nowadays following children TV channels are broadcasting in Pakistan; Cartoon Network, Nickelodeon, Cbeebies, POP, Kids Zone, PTV Tele School, Cinema chi Kids, Champion TV, and Baby TV. The survey study has exposed that these programs are popular in children of Pakistan: Doramon, Jaan, Oggy and Cockroaches, Tom & Jerry, Buggs Bunny, Barbie, Ben 10, Chotta Bheem, Moto Patlo, and Mr. Bean.

Doramon is the most popular children animated Japanese series is about a mischievous robotic cat. She helps Nobai a 10 years old school boy to come out of distress. The series presents the idea of time traveling and time control.

Jaan cartoon are valued by the children of Pakistan. Jaan is Turkish animated cartoon with Urdu dubbing. Jaan has an elder brother Hamad and younger sister Maryam. He tells a moral story in each episode. The cartoon delivered the message to live and enjoy the present moment.

Oggy and Cockroaches is about an animated series about a cat. She spends her day watching TV, eating food and household chores. She encounters with cockroaches very often. She has two neighbors Jack and Bob bull dogs. They help her to come out of the troubles created by the group of cockroaches.

Tom & Jerry is animated series about the love and hate relationship between Tom a giant cat and Jerry a tiny and little mouse. Tom wants to eat jerry as a meal. But in every effort Jerry succeeded to escape.

Bugs Bunny is an anthro-morphic animated cartoon about a gray and white rabbit. Bugs is popular for his funny, lighthearted character. Bugs communicates in Brooklyn accent and presents as a deceitful character. Bugs Catch phrase is,” Eh...What’s up doctor?

Ben 10 is about a 10-year-old boy Ben Tennyson. He has a watch “Omnitrax”. This watch has alien species DNA and supernatural powers. This watch bestows Ben 10 unusual powers and capabilities.

Barbie movies are based on a fictional novel. The story presented Barbie attending the fictional Manhattan International High School in New York City. Barbie films introduced on Nickelodeon in 2001. Barbie movies presents the snobbish, wealthy and royal lifestyle. Barbie is criticized for skinny figure. If girls will try to copy her figure will significantly lose their weight and appetite. Barbie films are cheering self-esteem in children. Barbie has three younger sisters named skipper, Stacie and Chelsea. Barbie has a boy friend named Ken and a long list of foreign friends like, American, Hispanic and African. Barbie has a variety of vehicles trailers, jeep and beetle. She had more than 40 pets in different episodes like ‘cats, dogs, horses, panda, lion cub, and a Zebra etc. She had a pilot license presenting a symbol of freedom that women can join any profession.

Chhota Bheem is a comedy Indian, animated series. Bheem is a heroic character. He is a young, brave and intelligent boy. He resolves the problems and issues faced by inhabitants of the Dholakpur. Bheem has a group of friends chutki, Raju, Jaggu and a, rival Kalia. Most of the episodes focused Bheem and his friends' solving problems, untying mysteries, fighting evils that are affecting Dholakpur and his inhabitants. But unfortunately, the team himself traps into trouble.

The series is about two friends named Motu and Patlu. They are living in a imaginary town FurFuri Nagar. Further, they have started to live in an urban city. Each episode presents Moto and Patlu in different situations. The series is about the two indulged themselves in distress and comical situations and saved only by luck. Samosas are Motu's favorite food and energizes after eating samosas. Patlu is the intelligent boy controls Motu from his nonsense. But moto is an emotional by his nature. Moto use this phrase very commonly "Khaali pet mere dimaag ki batti nahi chalti tum hi kuch karo!"

Mr Bean is a British sketch comedy. The story is about a naughty adult named Mr Bean. He seeks exciting, innocent, and unusual ways to deal with life's little problems. According to uses and gratification theory the media programs helps audiences in gratification of social and psychological desires. Children watching activity gratifies children socialization and emotional needs. Therefore, the children of lower classes spend more time in front of TV to gratify their emotional deficits.

A survey was conducted to explore the popular TV programs in children of Pakistan. According to survey results totally 229 children are male, however; 271 participants are female. The ratio lies (45.8%) male participants and 54.2% females. Interpreting the results (25.2%) 126 members belongs to the age of (3 years to 7 years) old, (16.4%) 82 participants are (8 to 12 years) old. However; (58.4%) 292 contributors belong to (13 to 19 Years) age group. According to survey results 417 (83.4%) children viewing 2 to 4 hours TV entertaining series daily, 10 children (2%) viewing 4 to 6 hours TV entertaining programs daily, 2 children viewing 6 to 8 hours and left over 3 children watching 8 to 12 hours TV entertainment programs every day. They are in danger due to extreme viewing practice. The popular and entertaining children TV program in Pakistan; 108 (21.6%) children viewing the cartoon program "Dora moon", 77 (15.4%) children seeing cartoon program "Jaan", 67 (13.4%) children viewing cartoon program "Oggy and the cockroaches", 45 (9%) children inspecting informative programs, 41 (8.2%) children viewing cartoons Tom and Jerry, 63 (12.6%) children watching TV Dramas produced for adult audience. However, the remaining children viewing various children TV entertaining programs.

CONCLUSION

There are three international children TV channels broadcasting in Pakistan Nickelodeon, Cartoon Network and Pogo. The study has concluded that children of Pakistan are independent in program selection. They prefer to select animated programs, spending 2 to 4 hours daily in TV watching habit. The popular children's programs in descending order are following; Doramon, Jaan, Oggy and cockroaches, Informative, Tom & Jerry, Bugs Bunny, Ben 10, Barbie, Choota Bheem, Moto Patlo and Mr Bean. The thematic analysis is revealing that children prefer to watch animated, anthropomorphic animals, funny, lighthearted and entertaining programs. Each program has a theme song and a catchy phrase attached with characters. Children love to watch programs having children's characters in children's programs. Children appreciate heroic character role in children TV programs.

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