

**PERCEIVED INFLUENCE OF TELEVISION CARTOONS ON
CHILDREN'S EDUCATIONAL DEVELOPMENT IN KINGDOM
HERITAGE AND BESTSCORES SCHOOLS, OTA, OGUN STATE**

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AUGUST, 2022

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BY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE
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AWARD OF MASTER OF SCIENCE (M.Sc) DEGREE IN MASS
COMMUNICATION IN THE DEPARTMENT OF MASS
COMMUNICATION, COLLEGE OF MANAGEMENT AND SOCIAL
SCIENCES, COVENANT UNIVERSITY, OTA, OGUN STATE.**

AUGUST, 2022

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of the degree of Masters of Science (M.Sc) in Mass Communication in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State.

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DECLARATION

I, **OLOWOLADE, BUKOLA ADEOLA (04BE00929)** declares that this research was carried out by me under the supervision of Prof. Olusola Oyero of the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State. I attest that this dissertation has in no way been submitted either wholly or partially to any other university or institution of higher learning for the award of a masters' degree. All information cited from published and unpublished literature has been duly referenced.

OLOWOLADE, BUKOLA ADEOLA

Signature and Date

CERTIFICATION

We certify that this dissertation titled: **PERCEIVED INFLUENCE OF TELEVISION CARTOONS ON CHILDREN’S EDUCATIONAL DEVELOPMENT IN KINGDOM HERITAGE AND BESTSCORES SCHOOLS, OTA, OGUN STATE** is an original research work carried out by **OLOWOLADE, BUKOLA ADEOLA (04BE00929)** meets the requirements and regulations governing the award of Master of Science degree (M.Sc) in Mass Communication from the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

I dedicate the research work to God, my maker, my victory, my triumph and the love of my life.

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ABBREVIATION

EE - Environmental Education

ABSTRACT

Diverse study were done on the influence of cartoons on children in different parts of the world but there exists a gap on how cartoons influence children's educational development. This study therefore set out to examine the influence of television cartoons (Mickey Mouse and Sofia the First) on the educational development of children using the pupils of Bestscores and Kingdom Heritage schools for the study. Using social learning theory and capacity model as its basis, the study adopted survey research method. A sample of 102 pupils were used for the study and data obtained were analysed using simple percentage while hypotheses were tested with correlation. The findings show that majority of the respondents see the two cartoons selected as serving educational purposes. Besides, it is discovered that cartoons educate children in a variety of ways beyond academics but reaching as far as morals education and skill impartation. However, these cartoons are Western based in character, culture and values. Consequently, the study recommends more production of indigenous cartoons with indigenous content that the children can relate with which would also develop the children's capacity in all areas of their lives as well as improve their cultural values.

Keywords: Cartoon, Children, Education, Television, development