

Indian Mythological Cartoon Characters Revamping Children's Psyche

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The minor project entitled "Indian Mythological Cartoon Characters Revamping Children's Psyche" germinated from the reality that Children's literature and Popular or mass culture like the cartoons in India once marginalized and underrated is now getting popularity. With Indian mythological cartoon characters India have emboldened to challenge the western world with its exotic, unexplored, uncharted areas of cartoon network. In a land of inveterate story tellers these mythological cartoon characters dared to embark on a new perspective to Indian myths thereby revamping children's psyche.

India usually viewed as the "other" by the international community has now accepted the 'great Indian culture'. This has been possible through the mythological cartoon characters such as Chhota Bheem, Krishna, Ghatothkatch, , Hanuman, Bal Ganesh, Bal Hanuman etc throbbing with verve and enthusiasm. With the coming of Globalization in the 1990s, a drastic change in the media sector occurred especially in the arena of cartoons. Cartoon channels gaining popularity like 'Cartoon Network', 'Pogo', 'Nickelodeon', etc there came richness, variety, fantasy, technology and novelty which ignited the young minds to float in "wonderlands". The most relevant thing is that they have appealed both adults and children, the eastern world and the western world over the eons. Children usually find no time to read book or hear folk tales. In this technology dominated postmodern world, children can easily find an access to cartoon network in TV, computer, CDS/DVDs. The cartoons available in regional languages help children to be proficient in his or her mother tongue. The study also analysed that the better way to give the children the sap of Indian culture is through cartoons. The questionnaire indicated that the mythological cartoon characters have a positive effect on children as they learn more things in an enjoyable way. Cartoon is a literary discourse which has

all the elements of a drama, short story, novel and cinema. Plot, theme, characters, dialogue, exposition, catastrophe, rising or falling action, conflict and climax-these are also present in cartoon. The feisty cartoon characters chronicle a world of fantasy which capture the attention of children and vivifies their cognitive space.