

“Value Education through the Cartoons published in Daily Newspapers- A Study”

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3. Abstract:

There is inseparable bonding between newspaper and reader. It is newspaper which

represent different thoughts, information and morals regularly to the reader. The objective of

such writeups is also varied such as problems in the day to day life, political criticism, satire, social and economical development.

The Cartoons has been doing the job of awakening and teaching with the combination of words and pictures in the form of entertainment. Today's reader belongs to the stressful and fast lifestyle. They haven't got enough time to spend on bulky and lengthy writeups, so they prefer short and compact writeups. Cartoons exactly matches the need of current type of reader and so it is quite popular.

Cartoons also promote the moral and value based teaching and also create awareness about delicate issues like environment studies which needs creating awareness about such issues.

Humans constitute society and society form the values. There is no life without values. If

there are humans without values, it will certainly cause the extinction of society that is why value based moral education is the utmost important.

The objective of the study is to consider the value based education in respect to the sensitivity towards environment.

There is also use of Cartoons which were published in the newspaper Daily Sakal. The findings are based on the results of effects and impacts of

Cartoons on the readers in respect to the value education. Sample of 10 learned readers is used to get the findings. The information collected with survey method which is used in the form of questionnaire. Conclusions in the study are based on the statistical data technique.

The finding in the study is that the Cartoons published in the newspaper cause value education for the readers. 15 Cartoons samples are used for the questionnaire. The conclusion

of the research is that the readers get value education through the Cartoons published in the daily newspaper.

4. Introduction :

"Britishers introduced the newspaper in India which was the result of gaining popularity of newspapers in western countries. Britishers were well aware of the important functions of newspapers they were also aware of the bonding between newspaper and human life Taking into consideration all these aspects the Britishers introduced the newspapers in India"¹.

Indian newspaper has got grandeur history. "Newspaper is the mirror of society, it depicts the society as it is".² Newspaper records actual events that happens in the society, these events impress and form the contents published in newspaper. To express the view on the events, there are different methods used. Newspaper is idealist model, which is teaching moral philosophy. According to Madhu Shete, "The ideas among us before entering the field of newspaper were Tilak, Agarkar, Ambedkar, Phule, Nehru and Gandhiji as well as the Indian and foreign Marxist ideologists were from Marx, Lenin, Mao, Manvendra

Nath Roy Shri. A.

Dange, Shankarbhai Deshpande, B.T.Randive Dr Adhikari and Shriniwas Sardesai. "3 It was expected from newspaper to create ideal and moral society. "The newspaper creator becomes the teacher of the nation and advisor of the King. Millions of Swords and arrows will not create the consequences than that of the newspaper."4 It is only because of this, newspaper is firm and its position in society during current electronic media is impressive.

"Except front page one can see there are horoscopes, movie, reviews, advertisements and cartoons and characters in its sole intention of all this is to entertain the reader".5 With this entertainment there is also guidance and education through these different categories.

"Actually the newspaper is not a business for earning it is a cultural teaching. If one observes earlier newspapers it were started by the one or two persons and sole intention behind starting newspaper was to educate and make the people learned".6 Primary function of newspaper is to educate the people and form plebiscite.

5. Objectives & Hypotiesis :

A. Objectives

1. To find out if the values through the cartoons are reached through the newspaper readers.
2. To find out the values through the cartoons preach the newspaper readers.

B. Hypothesis :

The values through the cartoon column in newspapers preach the readers guidance and enlightenment and the readers act as per the values.

6. Research Methodology :

1. Research Method – Survey method is used in the present research.
2. Sampling – The sample of 10 high educated readers are selected for the research.

3. Research Tools – Questionnaire tool is used in the present research.

The data is collected with the help of Questionnaire. 15 Cartoons are selected through the Random Sampling Method.

4. Statistical Tools – Percentage tool is used and conclusions are made.

7. Findings & Analysis :

The data collected through the questionnaire is put in the following Data Analysis and Interpretation Table.

Table No. 1

Sr. No.	Readers who told 'Environment Preservation' as a value.	Percentage	Readers who told 'Sensitivity' presentation as a value.	Percentage	All Above	Percentage	None	Percentage
01	02	20	08	80	00	00	02	20
02	01	10	07	70	00	00	01	10
03	08	80	00	00	01	10	00	00
04	01	10	02	20	07	70	00	00
05	00	00	09	90	00	00	01	10
06	00	00	07	70	02	20	01	10
07	07	70	03	30	00	00	00	00
08	06	60	00	00	04	40	00	00
09	09	90	01	10	00	00	00	00
10	05	50	02	20	05	50	00	00
11	05	50	00	00	03	30	00	00
12	08	80	00	00	02	20	00	00
13	09	90	00	00	01	10	00	00
14	09	90	00	00	01	10	00	00
15	00	00	03	30	00	00	07	70

Table No. 2

Q. No.	Yes	Percentage	No	Percentage
01	10	100	00	00
02	10	100	00	00
03	10	100	00	00
04	10	100	00	00
05	09	90	00	10
06	05	50	05	50

8. Conclusions :

1. The Values of environment preservation and sensitivity reach to the veaden through the Cartoon Column in the newspaper.
2. The values through the Cartoon Column in the newspaper guide 100% readers.
3. The values through the Cartoon Column in the newspaper enlighten 100% readers.
4. The value through the Cartoon Column in the newspaper preaches 100% readers.
5. The values through the Cartoon Column in the newspaper makes reader 90% action oriented.
6. The values through the Cartoon Column in the newspaper makes 50% readers to do action.

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