

Research Article

Examination of the highest-rated cartoons in Turkey in terms of gender equality¹

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Abstract

Gender equality in childhood is an important part of preschool education as well as an issue that has significant effects on the psychological structure of the child. The child who is constantly exposed to various visual / verbal stimuli will be affected by what he sees and hears. Television, which has been developing and spreading rapidly since its inception, has a great impact on the development of the child today. The child, who spends most of his day in front of the television, can reflect every behavior that is affected positively / negatively to his family and friends in his real life. At this point, the themes of the cartoons that are widely watched by children play an important role in child development. The objective of this study is to examine the terms of the highest-rated cartoons of gender in Turkey. This research was conducted according to the document analysis method, one of the qualitative research methods. In this study, from October 1-8, the highest rating in Turkey were investigated in terms of three cartoons gender. Cartoons researched in this context are "Rafadan Crew, Vikings and Ibi". In addition, 3 sections from each cartoon were selected and examined randomly. Document analysis method, which is one of the qualitative research methods, was used in the research. As a result, it has been interpreted that cartoons give social messages to adopt the patriarchal order by further reinforcing the gender inequality.

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Introduction

The period that shapes the character of the individual, prepares him for life and acquires positive/ positive behaviors is the preschool period. During this period, learning takes place within the framework of concrete experiences (Faded, 2016). Behaviors and values gained before school will affect the child's entire life. During this period, the child will gain values, cultural norms, first from his family, and then through modeling from his environment (Uyanık Balat & Balaban Dağal, 2011). During this period, when children provided learning, they were influenced by their family, teacher, even the baker in their neighborhood, while today, with the development of technology, they began to be influenced by the characters they saw on television (Yorulmaz, 2013). As a result of the research, it was found that there are two different sexes: biological and social (Suğur, 2012). Biological sex is based on physical infrastructure, while gender is seen as the influence of the society in which an individual lives on their behavior. (Zaidman, 2009).

The first concepts of gender emerged in Freud's work, which he called feminine/masculine. Accordingly, Freud gave importance to the psychological effects of being a woman or a man, rather than classifying the sexes on biological grounds (Mast, 2014). In addition, Oakley mentions that there will be a male classification of females depending on appearance, but masculine feminine characteristics cannot be visible to the eye. He also says that it is possible for biological sex to change, but not because of the invariance of gender (Sage, 2014). Society is shaped according to culture and norms, while biological sex is acquired from birth. Gender, shaped according to time and space, is the roles and tasks attributed to the society that lives in it, from sitting up to the tone of voice used (Yüksel, 2016; Giddens, 2005; Saraç, 2013; Ersoz, 2016).

Children spend an average of one to more than one hour a day with television and other technological devices (Gündoğdu et al. 2016). According to a study conducted with 452 primary school children, it was concluded that

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90.7% of children watched cartoons (Bold & Paker, 2007). Cartoons are of great importance in the formation of self and personality of preschool children, where their ability to distinguish between imagination and reality has yet to develop. It is inevitable that a child who watches cartoons at the beginning of television for more than three hours a day will be affected by visual and verbal stimuli and behavior patterns (Özyürek & Tecim, 2011).

With the establishment of Trt children in 2008, TRT's support for domestic cartoons increased and the market developed. Many cartoons such as Maysa and Bulut, Rafadan Tayfa, Küçük Hezarfen, Dede Korkut, Pepee have been presented to children (Alicenap Taş, 2015). According to literature research, Meller (1996), Gentile and Walsh (2002), Ayranci, Köşgeroğlu and Günay (2004), Büyükbaykal (2007), Akçay and Özcebe (2012), Özakar and Koçak (2012) found an increase in impulsive and aggressive behavior of their children affected by the violent themes they saw on television. With the establishment of TRT children (cartoon channel) in 2008, TRT's support for domestic cartoons increased and the market developed. Many cartoons such as Maysa and Bulut, Rafadan Tayfa, Küçük Hezarfen, Dede Korkut, Pepee have been presented to children (Alicenap Taş, 2015).

Purpose of Research

Cartoons seem to have a lot of importance on preschool. Despite this, studies are limited. In addition to the concept of values in cartoons, research has been conducted on the issues of gender inequality. But these studies are limited to a single cartoon or domestic/ foreign cartoons. In this study, it was aimed to examine cartoons with high ratings in Turkey from the point of view of gender.

Problem of Research

Main problem of research;

- How are the cartoons with the highest rating in Turkey in terms of gender equality?

Sub-problems of research;

- How are the cartoons with the highest rating in Turkey in terms of the activities used to gain gender equality?
- How are the cartoons that receive the highest rating in Turkey in terms of the clothes used to gain gender equality?

Method

Research Model

In this research, one of the qualitative research methods, the document review method, was used. Document analysis is a method of carefully and systematically analyzing the content of all types of documents, written, printed, and electronic (Corbin & Strauss, 2008). Tissue analysis is divided into two groups according to its nature and the environment in which it is located.

Document analysis by nature;

- Writing-based ones (such as texts, books, encyclopedias, reports, dictionaries, journals, diaries)
- Image-based ones (such as photos, banners, maps)
- Voice-based ones (such as audio recordings, music broadcasts, radio broadcasts)
- While audiovisual-based ones (such as documentaries, TV programs, videos, Motion Pictures) ;

According to their environment docs:

- Written ones (such as books, reports, journals)),
- Filmic ones (such as photographing),
- Those on the computer (such as databases),
- Portable magnetic ones (such as CD, flash) (Geray, 2006)

Documents

In this research, even is the channels that broadcast cartoons in Turkey. The sample is TRT children's channel. According to this sample, 3 cartoons with the highest rating rates were selected on TRT children's channel between November 2-6, 2020. In addition, 3 episodes were selected from each cartoon without selection.

Title	Rtg%(Net)	Share%(Net)	Channel	Genre	Start time	End time	TVR% (Net)
40 RAFADAN TAYFA	0,96	3,20	TRT COCUC	COCUK PROGRAMLARI	18:54:31	19:49:02	29,94
41 RAFADAN TAYFA	0,94	6,11	TRT COCUC	COCUK PROGRAMLARI	15:31:17	16:20:59	15,42
42 VIKINGLER	0,93	6,38	TRT COCUC	COCUK PROGRAMLARI	13:29:00	13:51:09	14,60
43 VIKINGLER	0,93	2,49	TRT COCUC	COCUK PROGRAMLARI	20:07:28	20:52:30	37,39
44 İBİ	0,93	6,13	TRT COCUC	COCUK PROGRAMLARI	12:44:52	13:28:00	15,17
45 BENİ BIRAKMA	0,93	6,24	ATV	DİZİLER	14:30:19	16:20:09	14,89
46 ELİF'İN DÜŞLERİ SOYLESİ ZAMANI	0,93	6,41	TRT COCUC	COCUK PROGRAMLARI	13:51:09	13:55:51	14,43
47 EGE İLE GAGA	0,91	5,74	TRT COCUC	COCUK PROGRAMLARI	11:44:57	12:00:12	15,83
48 MİLYONER BABA (Y.S)	0,89	8,06	ATV	FİLMİLER	24:19:45	26:00:00	11,06
49 PİRİL	0,88	5,91	TRT COCUC	COCUK PROGRAMLARI	15:16:17	15:30:47	14,89
50 NASREDDİN HOCA ZAMAN YOLCUSU	0,87	5,25	TRT COCUC	COCUK PROGRAMLARI	16:26:03	16:47:09	16,53
51 ASLAN	0,85	5,93	TRT COCUC	COCUK PROGRAMLARI	13:56:21	14:17:20	14,43
52 ZUHAL TOPAL'LA SOFRADA ÖZET	0,85	5,42	FOX	EĞLENCE PROGRAMLARI	16:01:21	16:10:40	15,70
53 CATLAK YUMURTALAR	0,84	5,66	TRT COCUC	COCUK PROGRAMLARI	14:59:25	15:14:01	14,90
54 YAPRAK DOKUMU (TKR)	0,84	3,26	TEVE2	DİZİLER	18:09:01	19:48:01	25,75

Figure 1.

Ratings of Cartoons Source: TRT 01.10.-8.10.2020

As can be seen in this way, between 2 and 6 October 2020, the highest rating in Turkey is the first of the Rafadan crew with 0.96, the Vikings with 0.93 are the second and Ibi with 0.93 with the same ratio is the third.

Table 1.

Cartoons and Episodes

Cartoons	Session		
Rafadan Tayfa	2. Episode	12. Episode	45. Episode
Vikings	7. Episode	23. Episode	55. Episode
Ibi	2. Session 13. Episode	4. Session 9. Episode	6.sezon 11. Episode

It is indicated randomly in table 1 with 'The Rafa Crew episodes 2, 12 and 45', from The Vikings episodes 7, 23, and 55 and from Ibi season 2 episode 13, season 4 episode 9 and season 6 episode 11.

Table 2.

Cartoons Screening Minutes

Cartoons	Episode	Average duration
Rafadan Tayfa	2-Kadın İş, 12-Kelebek Etkisi, 45-Bilim Ekibi	13.08 sec
Vikings	7-Korsan Gilby, 23-Zafer Dansı, 55-Birlikte Daha Güçlü	10.24 sec
Ibi	2/13-Bulut Şehri Gökada, 4/9-Dağ Laboratuvarı, 6/11Sonsuzluk Adası	12.23 sec

In Table 2, the average screen time of the three highest rating cartoons in Turkey is indicated. Depending on this, Rafadan Crew is shown on the screen for 13 minutes 8 seconds, Vikings 10 minutes 24 seconds, and Ibi 12 minutes 23 seconds.

Document Analysis

Document analysis involves the examination of written materials covering the phenomenon or facts to be investigated. Documents are resources that are used effectively in qualitative research and provide important data to the researcher. In this type of research, the researcher can obtain the data he needs to obtain without the need for observation or interview. Which documents are important in qualitative research and their use as data sources are directly related to the research problem (Yıldırım & Şimşek, 2008). The document analyzed in this study is the 3 highest rated cartoons in Turkey Rafadan Crew, Ibi and Vikings.

Reliability and Thrusworthiness

For the reliability of the research, each cartoon was watched by the researcher at least twice. In addition, within the scope of three episodes selected randomly from each cartoon, the data for a total of 9 episodes were encoded within the themes determined by another researcher. The agreement ratio between coders was calculated as 0.81 using the formula of Consensus / (Agreement + Disagreement) X 100 proposed by Miles and Huberman (1994).

Procedure

In the study, the three cartoons with the highest ratings, 'Ibi, Vikings and Rafadan Tayfa' were watched twice by researchers and two experts between 16 October and 21 October, 2020.

**Picture 1.**

Examples Suitable for Research Studied in Cartoons

As seen in Figure 1, the selected scenes were evaluated in terms of gender. While mostly male characters are featured in the episodes watched, female characters almost never appear on the stage. Especially in Vikings, there are war and power issues, so women and children are protected; because war is a man's job. On the other hand, subjects related to giving social message were chosen in Rafadan Tayfa. Laundry and cleaning activities, which are stated as "women's work" in the selected section, were also made by men with empathy skills. In this way, it has been observed that men have quite a difficult time in housework, which are actually for women. In the Ibi cartoon, since the main character is a girl, topics such as benevolence, solution generation, values education etc. are frequently encountered.


Results

First Problem Results: How the activities used to teach gender equality highest-rated films in line with the direction Turkey ?

Hale and Sevim, wearing red, purple and orange-colored clothes, are shown hanging clothes and wiping a table in the Rafadan Crew Woman section. In the first scene of the episode, the role of 'male' is featured in the character of Basri, the oldest person in the neighborhood. The episode takes place in Basri's garden. Unlike Hale and Sevim, who hang clothes and wipe tables, Basri takes care of garden maintenance in this scene where the color is completely blue. A few seconds later the male protagonists of the cartoon arrive and talk to the girls about housework. All male characters argue that housework is very simple, unimportant, and women's duty.

Table 3.

Example of Dialogues from Rafadan Crew Cartoon

Scene	Dialogue
	Hayri: My shoulder got off from wiping the glass.
	Mert: My thoughts exactly.
	Akın: My beautiful mother shines every day every day.
	Mert: Yes, I haven't heard you complain once.


As seen in Table 3; this dialogue shows children complaining about cleaning up. With the words 'My beautiful mother shines every day every day' she states that it is her mother's daily cleaning task. With the words 'I haven't heard her complaining once,' it is understood that her mother accepted this situation.

In the other episodes of Rafadan Tayfa, the girl characters are almost never seen. Events unfold around male characters.

There are constantly new and science-themed plots in the watched parts of the Ibi cartoon. The lead character Ibi is almost the only girl character, although she occasionally enters the side characters in the cartoon and draws a very smart, practical profile. No visual or verbal element to differentiate gender was found in this cartoon.

Table 4.

Example of Dialogues from Vikings Cartoon

Fotografi	Dialogue
	<p>Viki: What if Baltak can't defend Shilek's women and children? And if you can save Shilek just like our town, then Baltak will have to admit that you are even bolder, right?</p> <p>Father Viki: You are very right Viki, I cannot leave Shilek's women and children to their fate</p>

In the watched parts of the Vikings cartoon, the subjects of "fighting, being taken prisoner, victory, defeat" which are constantly attributed to the concept of masculine, are discussed. Female characters have not been shown in any episodes. In the section titled 'Stronger together', they stated that protecting women and children against the enemies coming to their villages is the men's duty.

Second Problem Results: The clothing line used to teach the highest-rated films in Turkey on gender equality aspect is how?



Picture 2.

Rafadan Crew' Characters

In all episodes of the Rafadan Tayfa cartoon, the characters wear the same clothes. Hale wears an orange and purple garment, and Sevim wears an outfit that is thought to be red because only her arms are visible. Basri wears a gray sweater and dark blue trousers. Mert is wearing a brown sweater over a blue shirt, blue trousers underneath, and Hayri wears a blue sweater with gray, blue straps. Kamil brother is wearing a purple shirt with gray trousers.

**Picture 3.***Ibi' Characters*

In the Ibi cartoon, the lead character is pink-haired Ibi, wearing a blue dress and a yellow bag. Ibi's father is wearing a blue pants, a hat and a brown vest. Other characters Tosi is a green turtle. Pampa and Hoppa are robots made of steel.

**Picture 4.***Vikings' Characters*

In the Vikings cartoon, Viki has a blue shirt and a blue horn on it. His father wears a brown vest and brown horns.

Discussion and Conclusion

Rating rate in Turkey was examined in the study in terms of gender-high three cartoons. The results of the analysis are as follows:

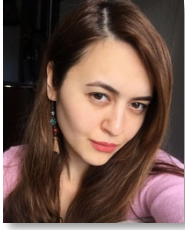
Mostly male characters are included in the cartoons watched. Events are always resolved by men, except in the Ibi cartoon. In the Ibi cartoon, there are always male characters helping Ibi. It is seen that each character emphasizes male and female gender roles in the cartoons discussed. Men are often outside chopping wood, going to war or playing ball; girls cook at home and take care of their babies. In addition, the space colors and objects used in the scenes also refer to the male/female gender.

It was observed that the images in the analyzed cartoons were shaped according to the norms accepted by the society. This is an example, girls always have long hair, wearing skirt / dress, etc. or men wearing blue clothes all the time. In his thesis research, [Özkar \(2020\)](#) concluded that the female and male roles of domestic cartoons were reinforced not directly but indirectly, verbally and visually. According to [Özkar \(2020\)](#), the dialogues in the scenes are not ordinary, they all have connotations. In her thesis research, [Deniz \(2019\)](#) found that the social inequality of cartoons is normalized through characters and that the roles of men and women are squeezed into a certain frame.

Male/female roles in cartoons should not be confined to narrow patterns. Common mind in the world is not male energy, and the events in cartoons should not revolve around male characters. Cartoons are constantly changing and different cartoons are entering the broadcast. It is recommended that researches include both domestic and foreign cartoons in terms of gender.

Since gender construction is culturally shaped, combating gender inequality can be through cultural change. Media, which is an important tool in influencing culture, should produce cartoons that support gender equality, especially for children, instead of reproducing gender inequality.

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