STEREOTYPICAL GENDER REPRESENTATIONS IN 
CHHOTA BHEEM: KIDS’ CARTOON PROGRAMME 
ON POGO CHANNEL 

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Abstract

Cartoon watching is usually supposed to be a fun time for children; it also serves as a potential learning tool. This paper is based on content analysis of a popular television cartoon series in the Hindi/Urdu languages, Chhota Bheem by Pogo, an Indian channel for young children that is televised by local and foreign T. V channels. To analyse the contents of these programmes, seven dialogues are selected through purposive sampling to help understand how gender discrimination is projected through these kids’ shows. Qualitative data analyses is made in the light of the model presented by Mills’ (1995) and Beauvoir’s (1997) notion of social construction of women as the “other” and is applied to assess societal oppression and stereotypic treatment of women as inferior to males.

Analysing these cartoons with respect to gender representation by looking at the ratio of male to female characters shown, the physical characteristics of these characters, and the language of selected dialogues, this research shows that the cartoons reflect gender prejudices that exist in the psyche of adults, thereby transmitting negative messages to children during the formative stage of their brain development. The findings show that the portrayal of male and female characters in these series is stereotypical to the extent that they influence children to believe and idealize these roles in their everyday social interaction.

Keywords 
Gender, Chhota Bheem, stereotypical representations, children’s cartoons