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Features of Ukrainian Cartoons as Means of Charity Installation Formation
(on the Example of Animated Series «Kotyhoroshko»)

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In the article the peculiarities of Ukrainian cartoons as a means of installation on charity (on the example of the animated series "Kotyhoroshko") were defined. It was shown that the subjects have ambivalent attitude to charity. It was also found out the positive growth of settings on charity, which is reflected in the significant increase as compared to the factor of "Force" and "activity" concept of philanthropy and focus on altruism as the result of watching the cartoon, which can be explained by the viewer's identification himself with positive characters of the animated series "Kotyhoroshko" and psychological action of the cartoon.

Key words: installation on charity, Ukrainian cartoons "Kotyhoroshko", altruism.

У статті визначено особливості українських мультфільмів як засобів формування установки щодо благодійності (на прикладі мультсеріалу «Котигорошко»). Було показано, що досліджувані мають амбівалентне ставлення до благодійності. Визначено позитивне зростання установки щодо благодійності, що відображується в значущому підвищенні показників за фактором «Сили» та «Активності» поняття благодійності і орієнтація на альтруїзм в результаті перегляду мультфільму, що може бути пояснено ідентифікацією глядача з позитивними героями мультсеріалу «Котигорошко» та психологічною дією мультфільму.

Ключові слова: установка щодо благодійності, український мультсеріал «Котигорошко», альтруїзм.

В статье определены особенности украинских мультфильмов как средства формирования установки на благотворительность (на примере мультсериала «Котигорошко»). Было показано, что испытуемые имеют амбивалентное отношение к благотворительности. Определен положительный рост установки на благотворительность, который проявляется в значимом повышении показателей по факторам «Силы» и «Активности» понятия благотворительности и ориентации на альтруизм после просмотра мультфильма. Такое изменение показателей может быть объяснено идентификацией зрителя с положительными героями мультсериала «Котигорошко» и психологическим воздействием мультфильма.

Ключевые слова: установка на благотворительность, украинский мультсериал «Котигорошко», альтруизм.

What makes people sensitive to the needs of the others? When do we think over the question of helping to those in need and the poor? How are ideas about charity formed and what factors influence the formation of positive relation to charity activities? All these questions are very relevant for our time, as the number of people who need help is growing, and willingness to help to those in need does not develop at the same rate.

The pursuit of charity activities is being formed in a human since childhood and throughout his life. However, people can grow in conditions that do not favour the development of charity. Education developing in human desire for charity and humanity is one of the most important tasks of culture. Now there are many works of contemporary researchers, reflecting the impact of arts and culture on different characteristics of an individual, including the moral and ethical. Yanovsky M. I. Ivanova I. D. [3, 7] studied the effect of the animated series «The Simpsons» on the development of moral principles in a viewer and his willingness to help the others. P. Rot studied genre of cinema modification as a force that affects the formation of moral and ethical attitudes in a viewer. Joseph and Podhuryetski studied the formation of moral principles in the context of contemporary culture. However, very few studies are devoted to the influence of cartoons on the formation of moral and ethical attitudes in personality of its readiness to charity.

As animation, especially Ukrainian, is quite a young film industry, we believe it requires further study how cartoons affect the formation of personal spectator qualities and whether they make them sensitive to the needs of the others, ready to charities.

The aim of the research is the determining of characteristics in Ukrainian cartoons as means of charity installation (on the example of animated series «Kotyhoroshko»).

There were used the following methods and techniques: semantic differential method of Ch.Osgud; method of content analysis; methods of social attitudes identification aimed to «altruism-egoism» and «process-outcome» Potyemkina O.F. methods of mathematical statistics (correlation and comparative analysis of the criterion Spearman and Uilkoksona).

60 students aged from 17 to 25, enrolled in different educational areas, including 24 boys and 36 girls took part in the study. All respondents have incomplete higher education and enrolled at Kharkiv V. N. Karazin National University and live in Kharkiv. Students have a complete family and are not married.

Currently, there are quite a big number of different interpretations of charity. Today, the concept of «charity» is understood as donations, sponsorship, philanthropy, social responsibility, social investment,

and even, for the most part private-public partnership. Charity («do good») - providing generous (free or at preferential terms) to help those who need it [5].

In the Ukrainian dictionary charity is understood as providing of material assistance to individuals, support to the poor, orphans [6]. In the large encyclopaedia you can find explanations of charity as giving material assistance to those in need as well as organizations [2]. Charity may also be aimed at the promotion and development of any socially significant forms of activity (e.g. environmental protection, protection of cultural monuments, etc.)

Another area of the research on charity is related to the personality traits that promote participation in charitable activities. In this way, charity is a means of expression of altruism. Altruism - a personality trait, based on the predominance of the interests of others above their own and unselfish service [1]. Altruism is an expression of solidarity with other people. It is based on kindness. It is this quality that determines altruists, as someone who genuinely cares for all living things around him and cares for nature are selfless, compassionate and ready to help.

Therefore we can say that charity is a means of expressing of altruistic person who takes part in socially significant activities aimed at material aid and support to the poor, those in need and all who expect it. Installation for charity is being formed throughout life and the importance in this process is made by different forms of art. Art, as a specific system of values and forms of influence, affects not only individuals, but also interpersonal relations and social relations in general. In art, there is a huge humanistic potential created by mankind for a long history.

Animated film (as a form of art) isn't accidentally favorite for people of all ages. Bright, entertaining, figurative, on the one hand, and simple, unobtrusive, available on the other, cartoons, close on their developmental and educational opportunities to a tale, game, alive human communication. Animated film characters exhibit a variety of ways of interacting with the environment. They form primary notions of good and evil, standards of good and bad behavior. Comparing yourself with favorite characters you get opportunity to learn to perceive yourselves positively to cope with their fears and difficulties to be respectful to others. Events occurring in a cartoon, can raise awareness, develop thinking and imagination, form outlook. Thus, a cartoon - is an effective means of influencing the person change his behavior and certain personal qualities formation.

The significance of cultural functions of cartoons in shaping moral consciousness of personality was widely discussed by scientists in 1960 -1980, the XX century. Some aspects of these discussions are reflected in empirical studies conducted under the direction of Ossowski in Ukraine and Boris Grushin in Russia [4] They investigated the influence of cartoon features to the behavior of the audience. In particular, it was found that the impact of animated production on the development of moral consciousness is focused on the mechanisms of reinforcement, modeling, inhibition and conditionality [4]. These mechanisms mainly influence the development of a personality value. Values, which a viewer is following through a cartoon are supported more than all the others.

Animation art, better than others, imitates life situations, life process, and therefore immerses the viewer into playable animated «living» world. If physically a viewer is in front of the screen, then psychologically - he is inside the animated «world.» Thus cartoon does not only provide samples for the observation and imitation, but the experience of «living» environments. This means that it can be interpreted as a specific structured «psychological space» into which, while watching a cartoon, a viewer is drawn. This means that everything that happens in «psychological space» creates certain personality traits and human settings, including the installation for charity, altruism and good deeds.

The research was conducted in three stages. At the first stage of the study control and experimental groups participated in preliminary testing using research methods. At the second stage the studied experimental groups were watching cartoon series «Kotyhoroshko» and were tested again. The third stage (one month after watching cartoons) the studied of the two groups performed the task of research methods.

Let us consider the animated series «Kotyhoroshko», that quite successfully combines the irony of the life way and its Ukrainian propaganda. Characters are divided in general into two main groups: Kotyhoroshko and his friends (Krutyvus, Vernydub, Vernygora and hoopoe bird) and their antagonists (Budya ogre, goblin, chortivka hell and the devil Hmyrya). Conflicts in different cartoon series occur as a result of the polarization of the two groups, which are characterized by the following contradictory qualities:

- 1) the simple and good, selfless friends - on the one hand;
- 2) cunning, wicked, hypocritical and devious characters - on the other.

In the role of Kotyhoroshko's antagonists and friends in different series act different characters, but their performance data as a whole remain unchanged. Kotyhoroshko is one of the images of the winner in the disaster, illness and hardship. The image Kotyhoroshko embodies such traits as Bogatyrskaja strength, resistance to fight against the enemy, loyalty, intelligence, selflessness. Vernygora: a fairytale giant with incredible force who turns the mountains. Krutyvus – can get aside water in a river with the help of curling his fabulous mustache. Vernydub - a prototype of the Cossack, which is subject to control trees, and make the very image of tall oak. Lapwing is a talkative bird that acts as an author of stories for each series. In the cartoon it is depicted as kind and talkative parrot.

Table 1
These frequency distribution of the content analysis of the animated series «Kotyhoroshko» as the results of peer review

Total	Average	Indicators
Optimism	33	4,7
Pesimism	13	1,9
Openness	21	3
Humor	12	1,7
Reflections	12	1,7
Helping people	79	11,3
Helping friends	84	12
Courage	73	10,4
Kindness	67	9,5
Altruism	52	7,4

All features that are inherent to the heroes can be defined in each series due to actions, conversations and thoughts of the characters. At the beginning of each series there is the song-sounding introduction, where the basic idea is the unity of Kotyhoroshko and his friends, so that they overcome all hardships and get out of bad situations, «... we are Kotyhoroshko's friends and it is high time for us to start the way. Dragons and witches and devils are afraid of us, we are friends - we can not be beaten by anyone». Each series shows the problem for the solution of which the main characters are taken. They do this willingly and do not ask for their work any remuneration that making charitable deeds for the welfare of others.

As a result of the cartoon content analysis, we have identified the following categories which describe the personality of the characters and their actions (see Table. 1).

The main categories that describe heroes action are: help people, help friends, manifestation of courage and kindness, altruism. These characteristics, in our opinion, may influence the altruistic and charitable facilities of a viewer.

The results of the questionnaire method was determined as follows: the majority of charities surveyed have a great opportunity to help others, it is important and necessary for a society, but people are not sure of its effectiveness, because they have doubts about the cost of funds raised for the purpose. Most charity is in the form of volunteer help or personal belongings. Due to lack of funds, many remain aloof of such activities. Imperfect legal framework that regulates charitable activities as an obstacle for engage getting in charity. To increase the participation of people activity in various charity projects we need to provide more information on the activities and spent money to improve the legislative framework and make the appropriate advertising. It is important for children to form willingness to charity since childhood.

The results obtained by the method of semantic differential of Ch.Osgud at different stages of the study are presented in tables 2 and 3.

Table 2
Method of average data for Semantic Differential at different stages of research in the experimental group

	Strength	Evaluation	Activity
The first phase	4,7	2,7	0,9
The third phase	5,3	4,2	2,6

The figures in all three factors significantly increased in the experimental group after watching cartoon, in the control group there were no such changes, which suggests that the review of the cartoon may be a factor that influences the dynamics of the parameters studied.

Table 3
Method of average data for Semantic Differential at different stages of research in the control group

	Strength	Evaluation	Activity
The first phase	4,3	2,2	0,8
The third phase	4,4	2,1	0,9

The analysis of experimental data on the scales of «altruism» and «selfishness» defined significant increase in terms of «altruism» after watching the cartoon. The data are presented in Table 4. In the control group, no significant changes were identified (Table 5).

Table 4

Average indicators of social and psychological attitudes directed to the «altruism-egoism» «process-outcome» in the experimental group

	«Altruism»	«Egoism»	«Process»	«Result»
Step 1	5,3	3,8	6,2	5,8
Step 3	6	3,6	6,1	6,1

Table 5

Average indicators of social and psychological attitudes directed the «altruism-egoism» «process-outcome» in the control group

	«Altruism»	«Egoism»	«Process»	«Result»
Step 1	5,1	4	6,8	6,1
Step 3	5,3	4	6,9	6

As the result of the correlation analysis data on Spearman criteria we found meaningful connections that are presented in Table 6.

Table 6

The results of correlation analysis data on Spearman criterion

Factors	Correlation coefficient	Significance correlation level
The factor « Strength 3» - factor «Altruism 3	0,399	< 0,05
The factor « Activity 1» - factor «Egoism1»	-0,399	< 0,05

It is established that there is a significant link between the factors «Assessment» of the concept of «charity» and «altruism» at the third stage. This indicates that the higher the respondents assess the concept of charity and the more important is the meaning for them in the society, the higher is the level of social and psychological settings for «Altruism» found in them.

As a result of comparative analysis F. Wilcoxon (see. Table 7) there were found significant differences in factors «activity» at the first and third stage. There are also significant differences for the factor «Altruism» at the first and third stage, which also indicates the presence of dynamic changes on this index.

Table 7

The comparative analysis results at phases 1 and 3 in the experimental group (Uilkokson criterion)

Factors	Average rank	Level of significance
The factor «Activity»	9,40 13,90	0,002
The factor «Altruism»	2,00 8,00	0,000

There were compared the studied characteristics between the control and experimental groups and it was determined that there were significant differences on factors «Activity», «Altruism» and « Evaluation» at the third stage of the study. (Table 8) In the experimental group compared with the control data the rates are significantly higher on factors «Activity», «Altruism», «Evaluation».

Table 8

The comparative analysis results of the 3 stage in the experimental and control groups (on Uilkokson criterion)

Factors	Average rank	Level of significance
The factor «Activity»	8,40 13,90	0,001
The factor «Altruism»	3,00 8,00	0,03

The study can draw the following conclusions. In the study of students groups there were identified ambivalent attitude to charity. So the most of the surveyed are positive about the charity, characterize it as good and the ability to sacrifice, ready to make efforts in order to make everyone deal with the charity. The others do not consider charity as an important factor in the development of society and do not give it the proper value.

The subjects have experience in charitable activities, they have done it one or more times in the form of volunteer help or personal belongings, and the main reasons that prevent to make charity are the lack of funds and imperfect legal framework regulating charities. Most of the subjects note as important charity formation since childhood.

There was shown the positive growth settings on charity, which in result in increase of indicators for factor «Force» and «activity» of the concept of charity and orientation for altruism as a result of watching the cartoon, which can be explained by identifying the viewer with positive characters of the animated series «Kotyhорshko» and psychological action of the cartoon which is due to reflection of the environment in which the audience is «living» certain life situations, which promotes the installation on charity.

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