The Mental Engineering of the Arab Child in Animated Films: (Anime as an Example)

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Abstract

The subject of this study revolves around the mental engineering of the Arab child through animated films (anime as a model). The anime sample of the study is (Dragon Ball Super), which is shown on the Space Toon channel to identify the contents and values it carries. The study's questions were the following:

1- What are the artistic elements that were used in the anime (Dragon Ball Super)?

2- What are the characteristics and appearances of the main characters in the anime (Dragon Ball Super)?

3- What are the themes of conflict that the anime (Dragon Ball Super) contains?

4- What are the values and contents of the anime (Dragon Ball Super)?

5- What are the forms and tools of violence included in the anime (Dragon Ball Super)?

The descriptive approach was used in this study by relying on a content analysis form (categories of form and content) for a number of episodes (65 episodes) out of a total of 130 episodes, and by selecting a regular random sample. The results of the study are as follows:

- *The high level of loud music and hot colors that are associated with scenes of violence work to attract and hold the child's attention*
- *The increase in the number of scenes of violence, whether physical, verbal or symbolic violence, as well as the increase in the number of scenes of fighting, destruction, fear and screaming, has a significant negative impact on the child and may help the child acquire aggressive behavior through observation, learning and then imitation of scenes of violence and fighting in addition to the negative impact. Verbal violence through cursing and offensive words that may affect the child's linguistic storage*
- *The sounds of screaming and pain are the result of fear or preparation for destruction*
- *The Dragon Ball Super anime carries many positive, purposeful values that are consistent with the values in our Arab societies (such as courage, friendship, cooperation, loyalty, etc.)*
- *The Dragon Ball Super anime includes many negative values that are not appropriate for the proper upbringing of our children (such as injustice, deception and trickery, lying and theft, excess of food and drink, insult, espionage, treachery) and the claim of some characters to possess the quality of divinity, immortality and the ability to revive the dead.*
- *The emergence of many tools that indicate violence, such as hitting with weapons and kicking with the hand and foot*
- *The emergence of many behavioral manifestations and psychological implications that have a negative impact on the child, such as killing, intimidation, screaming, and instilling fear.*
- *The emergence of many advertisements that are shown during the episode through promoting them and urging children to acquire small figures and dolls of the main characters in various fighting games and entertainment games and promoting the acquisition of costumes and clothing for the characters they love.*

Keywords: *mind engineering, child, child behavior, anime, manga*

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The Introduction

Due to the technological development that the world is witnessing in many fields, especially in the television field of films and programs with multiple content and content targeting different ages, adults and children, childhood is considered an important stage in a person's life from the time he is born until he grows and matures and to face many surrounding circumstances and challenges, In the environment in which he lives, he must acquire experiences and skills by discovering them from the environment in which he lives, He is completely prepared to receive and store what he sees, hears, or sees. He looks forward to everything that is new and unfamiliar, especially what is shown in the television media or other media sites, Electronic and social networking sites or free applications that broadcast specialized and diverse films targeting Thus, it becomes closer to children and has an impact on their behavior and minds, Japan took advantage of this development and produced animated films known as anime, which reflects the reality of culture in Japan by distinguishing it with the quality of production and accuracy in the drawings and movements, so that they appear to the viewer as if they are real characters, especially animated films (Anime) which has been translated and dubbed into the Arabic language by Arab centers specializing in dubbing, as many of these films carry an intellectual invasion targeting the child, teenager, and young man, so the child becomes a prisoner of these channels because of the bright colors, expressive images, music, and various action scenes that control the child and act as a savior for him. From the circumstances surrounding him from socialization and the surrounding environment and breaking his boredom and routine ,Childhood is considered one of the largest segments in Arab societies, and through the World Bank's population statistics in 2021, we note that 33% of Arab society is in the age group (0-14 years). [1](

The Importance of Studying

Animation has captured the largest share of daily broadcast hours on many Arab television channels, There are private television channels or YouTube channels and free applications that display Japanese anime films and series, as Japan produces about 200 new anime per year, in addition to continuing Complementing old series and films, these films carry many values and influences, as well as introducing Japanese culture through anime and manga films, as anime is characterized by the diversity of ideas and the high quality of drawing and animation to a high degree that makes it distinguished from other foreign productions, and every study has importance, whether this importance is in the aspect Theoretical or field, The practical importance of this study is summarized in the choice of the researcher To conduct a (content analysis) of a sample of dubbed anime films shown on the Space toon channel to determine the ideas, contents and values they contain.

Objectives of the Study

The main goal of this study is to identify animated films (anime), considering them imported films that have been dubbed into the Arabic language, and what their impact is on the child watching the anime, and what are the values presented by the anime (Dragon Ball Super), which is shown on the Space toon channel.

1- Identify the artistic elements in the anime (Dragon Ball Super)
2- Identify the characteristics and appearances of the main characters in (Dragon Ball Super)?

3- Identify the themes of conflict contained in the anime (Dragon Ball Super)

4- Identify the values and contents of the anime (Dragon Ball Super)

5- Identifying the forms and tools of violence carried by the anime (Dragon Ball Super)

Hypotheses

Hypothesis: It is a guess or conclusion that the researcher reaches and adheres to temporarily

1- The study assumes that there are many methods that influence the behavior of children watching anime in society?

2- The study assumes the existence of many values and contents that anime films carry and are nourished by

3- The study assumes the presence of many negative and positive effects that affect the child's behavior

4- The study assumes the presence of multiple forms of violence in the animated anime (Dragon Ball Super)

Study Approach

The current study falls within the descriptive analytical method, as the researcher attempts through this study to describe and analyze the content of the anime cartoon (Dragon Ball Super), where the descriptive analytical method was defined: It is existing events, phenomena, and practices that exist and are available for study and measurement as they are without the researcher's interference in Its course and the researcher can interact with it, describe and analyze it

Data Collection Tools

To achieve the objectives of any study, a set of methodological tools that are compatible with the approach chosen by the researcher must be used. The researcher chose the following tool:

• **Content Analysis Tool**: It is a systematic research technique used in the analysis of linguistic and non-linguistic symbols that are apparent rather than hidden ones (static and dynamic ones) in terms of form and content, which as a whole form an explicit and purposeful content structure.

The content analysis tool represents an indirect research method used to process written texts, audio tapes, and video films. The researcher based his study on the content analysis tool because it is most appropriate for processing video films in order to reveal and analyze the content of animated films (anime) by selecting categories. Form and content of the content analysis of the anime (Dragon Ball Super).

♦ Form categories (how was it said?)

It includes the category of sounds - the category of music - the category of colors - the embodied imagination

♦Content categories (what was said?)

It includes (the category of topics - the category of values - the category of main characters - the category of traits - the category of appearance - forms of violence - physical manifestations - behavioral manifestations - content of advertisements)

Previous Studies

Due to the lack of studies that dealt with Japanese animated films (anime), the researcher resorted to also addressing studies that dealt with animation:

1- Study of the Joy of Souls Khanfouf "Cultural Values Included in Japanese Animation" - 2020

This study aims to identify the cultural values included in Japanese animated films and what are the methods of marketing them through the use of a sample survey approach through a descriptive study based on an analysis tool Content through a sample chosen by the researcher (Me and My Brother series translated into Arabic), where the formality included how to market Japanese culture through animation (Me and My Brother) and was followed by a series of sub-questions:

ϖ What type of cultural heritage does the animation (My Brother and I) display and focus on?
ϖ What are the Japanese cultural landmarks in the movie Me and My Brother?
ϖ Who are the effective characters in marketing Japanese culture in the movie Me and My Brother?
ϖ What are the methods of presenting Japanese culture in the movie Me and My Brother?

The results of the study were the following:

ϖ The film My Brother and I focused on presenting the tangible heritage (clothing, food, and architecture) more than the intangible heritage (arts, beliefs, and festivals), and the film's director relied on the main and secondary characters as well in marketing Japanese culture by wearing traditional clothing.

On special occasions, the director of the movie My Brother and I relied on implicit methods in the events in an indirect way in his marketing of Japanese culture so that the viewer does not feel that he is being targeted by receiving these values.

2- Boumelal Hanane's Study (The effect of Watching Anime on Adolescents (2019)

This study aims to shed light on teenagers who follow anime by using a social survey approach and relying on observational tools and a questionnaire to collect data from the respondents.

The sub-questions were as follows:

ϖ What are the patterns and habits of watching anime among teenagers?
ϖ What is the reason why teenagers resort to watching anime?
ϖ What content does the anime carry?
ϖ What are the effects of anime on teenagers?

The results of the study showed that there is a correlation between teenagers and anime viewers and that there are individual differences between males and females in the amount of influence. Among the results of the study also is that teenagers are greatly influenced by anime and cannot do without it, as they watch anime on a daily basis for an average of more than 3 hours a day.

3- Study (Parveen Saini - 2018) - The Impact of Cartoon Shows on Children (Survey - Chandigas University - India)

This study examined the impact of cartoons on children and the violence they are exposed to, the amount of exposure time, and what type of parental supervision they receive through...

Distributing a questionnaire form through social networking sites or e-mail to a sample of parents amounting to (100) fathers of specific children whose ages are (13-8) years. This study used the descriptive approach, as the results of the study showed that this age group (13-5) (Suns are regular viewers of animated films and the parents who watch The cartoon content their children are exposed to has succeeded in maintaining and controlling their children's aggressive behavior, and it has a positive impact on the child. Among the results of the study is that children who are exposed to watching the movie (Pokemon) for a very long period of time and for continuous hours cause epileptic seizures in the children, in addition to the negative impact on the child. In terms of behavior and language, cartoon shows tamper with children's minds and make them unable to distinguish between reality and imagination.

Quantitative and Qualitative Analysis of Shape Categories

1- Characteristics of the Emblem: We note this in Table No. (1):

Classification criteria	Properties	Tag words
Items used in Generic the beginning And finally	Use animation Use of words With music Performance: Assem Sukkar 1:22 d 2:50 D	I saw the truth behind the sight, the letters were drawn as deep as the stone You illuminated the path, found certainty, and raised foreheads and resolve You removed the dust from the face of longing... You awakened visions and blame You illuminated the path, found certainty, and raised foreheads and resolve I removed the dust from the face of nostalgia... I awakened visions and blame Dragon Ball Dragon Ball Dragon Ball Dragon Ball We said challenge, you said hope.... we said courage, you said work We said challenge, I said hope.... We said courage, I said work You illuminated the path, found certainty, and raised foreheads and resolve I removed the dust from the face of nostalgia Visions and blame awakened You illuminated the path, found certainty, and raised foreheads and resolve… I removed the dust from the face of nostalgia... I awakened visions and blame

The researcher noticed, by reading the above table No. (1), that the generic in Dragon Ball Super is composed of animated images, music, and enthusiastic words that are in the beginning and end generics, and through the beginning generics, which serves as the identification card for the anime. The sample of the study is that the pictures are reviewed to clarify and present the presented series, mixed with the songs. Motivational, which focuses on the hero in this series with music, enthusiastic words, and enthusiastic vibes mixed with musical instruments with enthusiastic words such as challenge, hope, and others. At the beginning of the first year of Dragon Ball Super broadcast, the emblem was performed by Asim Sukkar, and in the second year it was performed by Rasha Rizk with the aesthetic melody that It is widespread in Japan and helps attract the attention and focus of the child watching the series.

2- Influential Votes: We note this through the following table No. (2)

T	percentage	Repetition	Influential voices
3	10.3	43	Fighting
2	37.1	154	Beating and quarreling
1	44.8	186	Screaming
4	7.8	32	Sound effects (wind, rain, birdsong)
———	100	415	the total

We notice by reading Table No. (2) that the highest percentage for the category of influential sounds was through (screaming and pain), with a percentage of 44.8%, with a frequency of 186, followed by (beating and quarreling), with a percentage of 37.1%, with a frequency of 154, then followed by the category (fighting machine, weapons), with a percentage of 10.3%. With a frequency of 43, while the least frequent were (sound effects) with a frequency of 32 and a percentage of 7.8.

It became clear to the researcher, by reading Table No (2), that the sounds of screaming and pain were very prominent in this series, the study sample, and that screaming and pain only indicate great fear or when angry, especially by the leader of the destruction machine, Beerus, or when preparing to attack and destroy In order to obtain the strongest effect to convey it to the child viewer, as well as for the sounds of beating and fighting, they are considered the loudest in the battles between the heroes of the series and are among the aspects that draw the attention and focus of the child. As for the sounds of the fighting machine, the percentage is small because the fighting is through beating and physical violence (Striking with the hand and kicking with the leg) mainly because the fighters have high energy through flaming colored rays that emerge from their bodies in response to anger or danger. The researcher believes that these sounds may have an effect on the child, making him feel afraid and tense as he waits for what will happen between the fighters, especially the fight between the good and evil.

3- The Music used: We note this in the following table No. (3)

T	percentage	Repetition	Music
1	67	154	Loud music
2	33	76	slow music
———	100	230	the total

We notice by reading Table No. (3) that the highest percentage for the type of music used in the series was (loud music) with a frequency of 154 and a percentage of 67%, then followed by quiet music with a frequency of (76) and a percentage of (33%).

The researcher noticed that the percentage of loud music was higher than the percentage of quiet music accompanying the events of the series. We conclude from this that loud music was used as a stimulus, especially in cases of fighting and destruction, as it moves the child to integrate with the events of fighting and conflict and the violence that accompanies it, as loud music affects the child. It affects the child, attracts his attention and focus, and arouses his feelings، It also negatively affects the child, as there are many studies that have proven that people who tend to listen to loud music develop diseases and health problems such as tinnitus, and through this, it may cause harm to the sense of hearing and the eardrum. On the contrary, listening to quiet music Moderate gives the child comfort, calm, and tranquility and reduces anger or irritability.

4- The Nature of the Colors used: We note this in the following table No. (4):

T	percentage	Repetition	Nature of colors
1	54.6	194	Hot colours
2	45.4	161	Cold colours
————	100	355	the total

By reading Table No. (4) related to identifying colors, it becomes clear that the highest percentage of the color category used in the study sample series was (hot colors) with a frequency of 194 and a percentage of 54.6%, followed by (cold colors) with a frequency of 161 and a percentage of 45.4%. It is clear to the researcher, from the results table No. (4), that hot colors were the highest in terms of prominence and influence in the series studied, the study sample, and they were used extensively in scenes of anger, conflict, screaming, and pain, which are linked to scenes of violence that attract the child's attention and negatively affect his mood. The researcher also believes that the cold colors used in the series The study was an expression of nature, clear skies, and sea water, which attracts psychological comfort to the viewer and has a positive effect on the child's psyche. We explain some of the characteristics of colors that have a positive or negative effect on the individual.

5- Embodied Imagination: We notice this in the following table No. (5):

Embodied imagination	Repetition	percentage	T
Supernatural abilities	174	79.5	1
Imaginary machines	34	15.5	2
Immortality and Life (Dragon Balls)	11	5	3
the total	219	100	————

It is clear to us from Table No. (5) that the highest percentage for the category of embodied imagination was (supernatural abilities) with a percentage of (79.5) and a frequency of (174), followed by (imaginary machines) with a frequency of (34) and a percentage of 15.5%, then followed by (immortality and life (balls). Dragon) with a percentage of 5% and a frequency of 11, and through the researcher's reading of Table No. (5) we notice that the supernatural abilities were the highest in frequency through flying in the air, moving between planets, a soft flexible body, walking on the wall, and other supernatural abilities of the characters in the series, and these scenes may cause Confusion in the child's thinking and blurring of his awareness of his personal, mental, and physical abilities regarding immortality or the Dragon Balls By reviving imaginary extinct animals, inventing new planets, or returning the soul to fighters after their death, by summoning the dragon of the balls, which grants you one wish. The balls were developed, making it 3 wishes per year, or reviving only two dead people each year, provided that it is not Death naturally leads to immortality. An example of this is the return of Frieza after death and the return of the planets after their destruction. These are considered interesting scenes for children, especially since children view heroes as not dying or being harmed, but it may reflect negatively on their behavior and turn them into people They are unable to distinguish between fantasy and reality, noting the presence of imaginary creatures in some episodes of this series, a sample of the study, and this matter may make it take root in the child's mind and may distort the child's taste and imagination because these creatures resort to violence and murder.

Quantitative and Qualitative Analysis of Content Categories

1- The Category of Conflict Topics: We note this in the following table No. (6):

The topic of conflict	Repetition	percentage	T
Fantasy adventures	97	37	1
Finance	9	3.4	7
Healthy	43	16.4	2
Scientific	19	7.3	5
Emotional	17	6.5	6
Social	23	8.8	4
Educational	9	3.4	7
Environmental	7	2.7	8
parties	4	1.5	10
Forecasting	29	11	3
the total	262	100	——

We note from Table No. (6) that the highest percentage for the conflict topics category was for the fantasy adventure category with a percentage of 37% and a frequency of 97, followed by health with a percentage of 16.4% and a frequency of 43, then prediction and prediction with a percentage of 11% and a frequency of 29), followed by social with a percentage of 8.8%. With a frequency of 23, then it was followed by scientific with a percentage of 7.3% and with a frequency of 19, followed by emotional with a frequency of 17 and with a percentage of 6.5%, then followed by educational and financial, equally each with a frequency of 9 and with a percentage of 3.4%, then followed by environmental with a frequency of 7 and with a percentage of 2.7%, then followed by agricultural with a frequency of 2.7%. 5 with a percentage of 1.5%, followed by celebrations repeated with 4 and a percentage of 1.4%.

By reading and analyzing Table No. (6), we notice that most of the topics of the conflict were imaginary, including control of the planets and for the seven Dragon Balls. This is represented by the existing conflict between good and evil, between heroes and villains, and between friends and enemies. Enemies and villains enjoy wars and the love of control, money, and possession. There is a process of back-and-forth between the villains and the heroes in order to arrange the ranks and regain energy and strength to reach the desired goal. This may suggest to the child watching and addicted to watching Tanagon Ball Super that evil is the strong and victorious. The villains (Frieza and his companions) aim to kill and destroy and spread fear, as for the heroes (Goku). And his companions) their motto is peace and tranquility On planet Earth, and through the control and power of the leader of destruction, Bgross, who is characterized by energy superior to everyone, and if he visits a planet and does not like anything or food, and he is obsessed with food and sweets, then if he gets angry, he blows up the planet with everyone on it and moves across the galaxy to another planet, and in most scenes, in order to get deeper It had an impact on the viewer, as focus was placed on some parts, such as the mouth and eyes when feeling emotional, screaming, in pain, and hand movements and trembling when afraid, with emphasis on dark backgrounds in violent scenes in order for the focus to be entirely on the characters. There was a prominence of health topics by focusing on food and binge eating and drinking. By some figures, while celebrations were the least topic of the conflict and were represented by personal birthdays and victory celebrations.

2- Category of Forms of Violence: We note this in the following table No. (7):

Forms of violence	Repetition	percentage	T
Violence and physical harm	197	78.1	1
Verbal violence	48	19.1	2
Symbolic violence	7	2.8	3
the total	252	100	———

From Table No. (7), we can see that the highest percentage for the category of forms of violence was (violence and physical harm) with a percentage of 78.1% and a frequency of 197, followed by (verbal violence) with a percentage of 19.1% and a frequency of 48, while the lowest percentage was (symbolic violence) with a percentage of 2.8. % and with a frequency of 7, and the researcher noticed by reading Table No. (7) that violence and physical harm (kicking and hitting) is the most violent practiced and has resulted in many and varied injuries, and that the heroes struggle with the villains to remove harm and destruction from the planet Earth, while the villains struggle to Violence, injustice, and instilling fear among their opponents, while noting that the heroes do not die despite the major wounds they receive The researcher believes that children love action and adventure films, and we find him interacting with influential characters, focusing on their events, and concentrating intently to the point of imitating the characters' movements. It may reach the point that the child begins trying to jump, kick, or scream, blending in with the character he loves. As for verbal violence, the researcher noted that there is some Inappropriate words, such as cursing, threats, and incitement against others. These words are inappropriate in our Arab societies, and they may implant inside the child words of cursing and cursing that he may like and he may pronounce them, but he does not know their meaning, and they may cause quarrels or beatings with his peers. As for symbolic violence, it has a negative impact on the child from By imitating movements he has seen or gestures that suggest violence or something bad, by teaching them and imitating movements

And signs of violence.

3- The Category of Tools Indicating Violence: We note from Table No. (8):

T	percentage	Repetition	Tools of violence
	9.5	33	Hitting with a weapon
2	41.5	145	Striking with energy expels the body
1	49	171	Striking by hand and foot
———	100	349	the total

The researcher notes from Table No. (8) that the highest percentage for the category of tools of violence was in the category of hitting with the hand and foot, with a percentage of 49% and a frequency of 171, followed by (hitting with a card that comes out of the body) with a frequency of 145 and with a frequency of 41.5%, then followed by (hitting with a weapon). At a rate of 3% and with a frequency of 12, the researcher concludes through the analysis of Table No. (8) that the high percentage of hitting with the hand and foot affects the child and motivates him to imitate, while hitting is through energy that comes out of the body It is an imaginary thing that the child enjoys and he cannot imitate it or the manner and manner of it happening. As for fighting with a stick and playing with water pistols, children use it to have fun and play while on board the giant ship. It is prevalent among our children, especially playing and having fun with water pistols, which may motivate them to buy plastic weapons that contain a metal bullet. It may harm children and cause eye damage because it is classified as a dangerous game and the child does not know its consequences. Therefore, it requires parental

control and family control and for them to be more aware of what children see or may do through imitation.

4- The Category of Tools used by the Characters: We note from the following table No. (9)

Tools	Repetition	percentage	T
Earth and space	23	24.5	1
Vehicles	19	20.2	2
Electronic	14	14.9	3
Home	5	5.3	7
Agricultural	7	7.5	5
Sports	13	13.8	4
Educational	6	6.3	6
Medical	7	7.5	5
the total	94	100	——

We note from Table No. (9) that the highest percentage for the category of tools used was for the category (ground and space vehicles) with a rate of 24.5% and a frequency of 23, followed by (electronic) with a rate of 20.2% and a frequency of 19, then followed by (household) with a rate of 14.9% and a frequency of 14)). It was followed by (educational) with a percentage of 13.8% and a frequency of 13, then it was followed equally by (sports and entertainment), each with a percentage of 7.5% and with a frequency of 7, followed by (medical) with a frequency of 6 and with a frequency of 6.3%, while the category (agricultural) was the lowest with a frequency of 5 and with a percentage of 5.3. %,

5- The Category of the Framework in which the Tools were used by the Characters: We note this through the following table No. (10):

T	percentage	Repetition	the frame
1	78.5	165	Imaginary
2	21.5	45	Realistic
——	100	210	the total

We notice from the data in Table No. (10) that the framework in which the tools were used by the characters was (the imaginary framework), with the highest percentage (78.5%) and a frequency of (165), followed by the (realistic framework) with a percentage of (21.8%) and a frequency of (45), and this It gives an indication that this anime aims to attract the child to the world of imagination for fun and entertainment and distances him from reality, making the distinction between reality and imagination difficult for the child.

6- Category of Professions: We note this in the following table No. (11)

T	percentage	Repetition	Occupation
1	23.1	34	Leader
3	16.4	24	Warrior
2	19.8	29	Killer
4	8.2	12	Cook
8	4.7	7	Student
5	7.4	11	World
7	5.4	8	Doctor
6	6.2	9	Policeman
8	4.7	7	Martial arts trainer
9	4.1	6	Multi-professional
——	100	147	the total

We note from Table No. (11) that the highest percentage for the character professions category was for the category (leader) with a rate of 23.1% and a frequency of 34, then followed by (assassin) with a rate of 19.8% and a frequency of 29), and followed by (warrior).

With a percentage of 16.4% and a frequency of 24, followed by (chef) with a percentage of 8.2% and a frequency of 12, then followed by (scientist) with a percentage of 7.4% and a frequency of 11, followed by (policeman) with a percentage of 9 and a frequency of 6.2%, followed by (doctor) with a frequency of 8 and a percentage of 5.4%. Then followed equally by (student and martial arts trainer) Each of them had a frequency of 7 and a percentage of 4.7%, while the least frequent was (multi-professional) with a frequency of 6 and a percentage of 4.1.

7- Character Names: We note this in the following table No. (12)

Names	Repetition	percentage	T
Japanese	64	100	1
Arabic	0	0	———
the total	64	100	———

We notice from Table No. (12) of the character names category that the highest frequency category was (Japanese) with a frequency of 64 and a percentage of 100%, while it was (Arabic) without any repetition.

We note from the results of Table No. (12) that the largest percentage was for character names (Japanese), since the work is a comprehensive Japanese work that has been dubbed and translated into Arabic and does not contain any foreign or Arabic names.

8- Category of Character Images: We note this through the following table No. (13)

Pictures of characters	Repetition	percentage	T
Super personality	33	62.2	1
Humorous character	11	20.8	2
Weak personality	9	17	3
the total	53	100	———

We notice from Table No. (13) of the Character Images category that the highest frequency category was (supernatural character) with a frequency of 33 and a percentage of 62.2%, while the category was (comic character) with a frequency of 11 and a percentage of 20.8%, while the least frequent category was (weak character).) with a frequency of 9 and a percentage of 17%. We notice from the results of Table No. (13) that extensive imagination produces supernatural characters who perform unnatural actions that attempt to confuse the child's mind and thinking, such as flying and walking in the sky, and lead him to a world of imagination far from reality.

9- Category of Methods of Presenting Values: We note this in the following table No. (14)

T	percentage	Repetition	Style
1	87.2	75	direct
2	12.8	11	Include
———	100	86	the total

We notice from Table No. (14) of the category of methods of presenting values that the highest frequency category was (direct) with a frequency of 75 and a percentage of 87.2%, while the

least frequent category was (inclusive) with a frequency of 11 and a percentage of 12.8%. We conclude from this that the method of presenting values Directly, it was in first place by presenting the content of the included values in a clear and direct manner, away from ambiguity.

10- Psychological Contents Category: We note this through the following table No. (15)

T	percentage	Repetition	Psychological implications
1	44	112	Spreading fear and intimidation
2	38.6	98	Acquisition of violence and aggression
3	17.4	44	Spoiling the child's realism with scenes far from reality
――	100	254	the total

We notice from Table No. (15) of the psychological contents category that the highest frequency category was (spreading fear and intimidation) with a frequency of 112 and a percentage of 44%, followed by (acquiring violence and aggressive character) with a frequency of 98 and a percentage of 38.6%, while the least frequent category was (corruption). The child's realism in scenes far from reality) with a frequency of 44 and a percentage of 17.4%. We conclude from this that the psychological implications have a role in the child's acquisition of violent behavior and aggressive nature and this is reflected in his peers and colleagues.

11- Values Category

A- Positive Values: We note this in Table No. (16)

T	percentage	Repetition	Positive values
1	29	26.6	Courage and sacrifice
2	21	19.2	Friendship and loyalty
3	19	17.4	The spirit of cooperation
5	9	8.3	Paying attention to health
6	7	6.4	the challenge
4	15	13.8	self-defense
5	9	8.3	Development of thought and language
――	109	100	the total

We notice from Table No. (16) that the highest percentage for the positive values category was for the (courage and sacrifice) category with a rate of 26.6% and a frequency of 29, followed by the friendship and loyalty category with a rate of 19.2% and a frequency of 21, followed by the spirit of cooperation category with a rate of 17.4% and a frequency of 19, then the self-defense category. With a frequency of 15 and a percentage of 13.8%, then followed by (concerning health and developing thought and language) equally, each with a frequency of 9 and a percentage of 8.3%, and finally the category of challenge with a frequency of 7 and a percentage of 6.4%. It became clear through analysis and reading of Table (that the category of positive values included in the events of the series The apparent study sample is values that have a good impact on the child and positive effects on the child's psychology and behavior. They are values that spread,

In our society, our children must be urged to have them, and that heroes are characterized by these good positive qualities, and the child has the right to imitate the hero in these qualities and make him a role model to follow.

B: Negative values: We notice this in Table No. (17)

T	percentage	Repetition	Negative values
1	34	21.9	Deception and trickery
5	13	8.4	Injustice
6	11	7.2	Lying and stealing
2	33	21.3	Binge eating and drinking
3	19	12.2	Humiliation and insult
9	4	2.6	Spying on others
4	17	10.9	Bowing to other than God
7	8	5.1	Claiming divinity and resurrecting the dead
8	5	3.2	Females rebel against males
6	11	7.2	Encouraging laziness and lethargy
⎯⎯	155	100	the total

We notice from Table No. (17) that the highest percentages for the negative values category were in the injustice category with a percentage of 21.9% and a frequency of 34, followed by the category of gluttony in food and drink with a frequency of 21.3% and a frequency of 33, then followed by the category (humiliation and insult) with a frequency of 19. With a percentage of 12.2% for each, then comes the category of bowing to other than God with a frequency of 17 and with a percentage of 10.9, then comes the category of deception and trickery with a frequency of 13 and with a percentage of 8.4%, then followed equally by the category (lying, stealing, and encouraging laziness and lethargy), each with a frequency of 11 and with a percentage of 7.2. Then the category of claiming divinity and resurrecting the dead with a frequency of 8 and a percentage of 5.1, then the category of male rebellion against females with a frequency of 5 and a percentage of 3.2 then

The least frequent category, which is spying on others, comes with a frequency of 4 and a percentage of 2.6%. The researcher finds, through Table No. (17), that the rate of negative values is high when compared to the positive values, and that the increase in negative values has an impact on the child following this series that attempts to establish this. Values in the child through the spread of the values of injustice, theft, deception, lying, wasteful eating, etc.

12- Character Category: Table No. (18) shows the main characters:

T	percentage	Repetition	Characters
26	**2**	13	Man
22	**3**	11	Animals
36	**1**	18	Fantasy creatures
16	**4**	8	Robots
100	⎯⎯	50	the total

We notice from Table No. (18) that the highest percentage for the character category was for the (imaginary creatures) category with a percentage of 36% and a frequency of 18, followed by (humans) with a percentage of 26% and a frequency of 13, then followed by the category (animals) with a percentage of 22% and a frequency of 11, then the robots category. By 16% and 8 repetitions,

13- Behavioral Manifestations: We note this in Table No. (19)

T	percentage	Repetition	Behavioral manifestations
2	47	87	Fighting and destruction
1	53	98	Fear and intimidation
⎯⎯	100	185	the total

Through Table No. (19), we notice that the highest percentage of behavioral manifestations categories was for the category of fear and intimidation, with a percentage of 53% and a frequency of 98, then followed by the category of killing and destruction, with a percentage of 47%, with a frequency of 87. The researcher concludes by reading Table No. (19) that the category of fear and intimidation It was at the highest rate in the study sample series and is manifested through threats, intimidation, intimidation and warning to opponents, noting bulging eyes, or through the use of verbal threats and provocation of the opponent. This matter may affect children by instilling fear and panic in their souls.

14- Content of Advertisements: We note this in Table No. (20):

T	percentage	Repetition	Content of advertisements
1	55.7	73	Fighting games
2	22.1	29	Entertainment games
3	13.8	18	For clothing and prints
4	8.4	11	For baby milk
⎯⎯	100	131	the total

From Table No. (20) we notice that the highest frequency is for the fighting games category with a rate of 55.7% and a frequency of 73, followed by the amusement games category with a rate of 22.1% and a frequency of 29, then followed by the category of promoting clothing and publications with a rate of 13.8% and a frequency of 18, then comes the category of promoting baby milk with a frequency of 11 and a frequency of 8.4%. We conclude from Table No. (20) that the category of promoting combat games is the highest, and this indicates the continuity of providing the child with violence and fighting, even during the breaks and through advertisements. As for the category of promoting entertainment games and purchasing printed clothes for fictional characters, it is only a marketing and consumer aspect through broadcasting advertisements during the period. Rest and breaks in order to attract the child and encourage him to acquire possessions used by the characters he loves, so that he can ask his family to buy them for him and brag about them to his peers.

Results

Through our use of the content analysis tool, we reached the following results:

1- The high percentage of loud music in most episodes of Dragon Ball Super, which is linked to scenes of violence, works to attract and attract the child's attention.

2- The hot colors in most of the episodes in Dragon Ball Super are linked to scenes of violence

3- The increase in the number of scenes of violence, whether physical, verbal, or symbolic violence, as well as the increase in the number of scenes of fighting, destruction, fear, and screaming, has a significant negative impact on the child and may help the child acquire aggressive behavior through observation, learning, and then imitation of scenes of violence and fighting, in addition to the effect. Negative verbal violence through cursing and offensive words that may affect the child's linguistic storage 4- The sounds of screaming and pain are the highest percentage of fear or preparation for destruction and have a negative impact on the child's psyche

5- The Dragon Ball Super anime carries many positive, purposeful values that are consistent with the values in our Arab societies (such as courage, friendship, cooperation and loyalty, concern for health, challenge, and self-defense)

6- The Dragon Ball Super anime includes many negative values that are not appropriate for the correct upbringing of our children (such as injustice, deception and trickery, lying and theft, excess of food and drink, insult, espionage, treachery) and the claim of some characters to possess the quality of divinity, immortality and the ability to revive the dead.

7- The percentage of males is higher than the percentage of females in the anime Dragon Ball Super, and this indicates:

- The authors and designers of the series are male

The multiple scenes of violence require that the proportion of males be higher than the proportion of females

8- The emergence of many evil characters whose facial features are strange and unfamiliar

9- The struggle to control the planets was highest in the fight between good and evil

10- The emergence of many tools that indicate violence, such as hitting with weapons and kicking with the hand and foot

11- The emergence of many negative formal manifestations, such as strange hairstyles and wearing earrings and accessories in males.

Recommendations

1- Arab governments and Arab media outlets must filter cartoon programs intended for children and subject programs that present violence to greater scrutiny and oversight through the media bodies responsible for granting licenses and licenses by setting conditions and pledges not to publish any content that includes violence, especially on channels designated for children.

2- Supporting the national industry by establishing specialized Arab companies to produce animation in the Arabic language, which carries educational and scientific ideas and has social value, in order to fill the need of satellite channels for animation and gradually move away from importing dubbed cartoons.

3- Focus on parental and family control by setting TV viewing time and filtering the content that the child watches

4- It is better for the child to spend time watching television together with family members and focus on educational programs that bring fun and entertainment, such as talking about the world of seas, oceans, and the animal world.

5- Focus on ensuring that the content intended for children carries positive, humanitarian, scientific, and educational values, instills love for the homeland, and is far from scenes of violence, theft, fighting, and wrongdoings.

6- Trying to keep the child busy and attracting and drawing the child's attention to what is most important through programs that include multiple activities such as drawing, swimming, sports, and cultural and artistic works.

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