

The Influence of Japanese Anime Movies on the Consciousness of the Arab Child

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Abstract: This study aimed to analyze how Japanese anime films affect the awareness and behavior of Arab children by examining the values, symbols, and practices depicted in these films. To achieve this goal, a questionnaire was administered to 109 media professors in the United Arab Emirates, and the data was processed using a quantitative-descriptive research design. The study found that Japanese anime films establish different values, including sensory, fictional, moral, and cultural values, all of which can impact the Arab child. The moral significance was found to be 1.983, indicating a strong probability that the audience's imitation of what is seen through Japanese anime can reflect on their behavior, with a probability of adopting the same behavior seen in heroes and main characters at 1.96. Based on these findings, it is recommended that parents, teachers, and policymakers closely monitor the media content that children see and limit their exposure to messages that might encourage negative behavior. Producers of children's programs should uphold social responsibility, focus on protecting Arab culture, and integrate successful international production models to preserve the identity and culture of Arab children. Additionally, it is essential for children's media to maintain cultural values and identities while incorporating new and exciting visual techniques and effects. Specific recommendations could include monitoring children's media consumption, advocating for more culturally sensitive programming, or promoting media literacy education for children and their families.

Keywords: Japanese anime films, Arab children, Values, Imitation, Cultural identity.

1. Introduction

Global communication has a major influence on shaping awareness and reinforcing values. The overuse of media messages as a means of manipulation has become a concerning issue for researchers and individuals addressing the rapidly changing challenges in the digital era. The shift towards digitization and the prevalence of unlimited communication has taken various forms and manifestations. The communication targeted towards children, in particular, is deemed the most dangerous due to the rapid progression and accessibility of digital technology and its applications to all members of the family, including children. Research has shown that media attachment starts at a young age, even before formal education begins, through a variety of programs [1]. Animation, cartoons, and books are considered key to a child's upbringing, social, psychological, and mental development, and the development of their attitudes and beliefs. [2]. Children communicate with their surroundings and acquire a vast amount of information, skills, and ideas through the stories and engaging presentations they are exposed to. However, educational experts are concerned about the vast number of messages directed towards children, often disguised as entertainment [3]. Childhood is a crucial stage in a person's life as it plays a significant role in the formation of their personality and is a formative stage for a child's physical, mental, emotional, and social development.

With the widespread use of children's channels as a primary source of entertainment, there is a growing concern about the exposure to foreign cultures that may not align with the values and customs of conservative countries [4]. The fear of these dangers has led to the use of animation as a tool to influence and change values, with Japanese anime films leading the way. Animation has always been an important means of exchanging ideas and information, but there are now some types of animation that are being used to convey specific ideas and values.

Anime films are a popular form of entertainment that can provide valuable cultural and cognitive values to children in Arab societies. While some may view anime films as being incompatible with Arab culture, it is important to recognize the positive aspects they offer. Anime films often present strong moral values such as teamwork, perseverance, and determination, which can help children develop important life skills. However, some anime films may contain themes and values that are incompatible with the cultural and religious values of Arab society, such as the promotion of suicide and murder. It is important for parents and educators to carefully select which anime films are appropriate for Arab

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children to watch, taking into consideration their cultural and religious values. Furthermore, it is also important to analyze the implied meanings and associations conveyed by the symbols and ideas presented in anime films to understand the extent of their influence on the behavior of Arab children. Overall, by identifying the content and types of values that anime films are eager to establish, it is possible to enhance the knowledge development of the Arab child.

In this study, we aim to analyze the impact of Japanese anime films on the awareness and behavior of Arab children by closely examining the values, symbols, and practices portrayed in these films. Our goal is to gain a deeper understanding of how these films influence the cognitive and cultural development of Arab children. To accomplish this, we will employ various analytical tools to critically examine the content of selected anime films and explore their potential effects on the behavior and attitudes of Arab children. By shedding light on this topic, we hope to provide valuable insights that can guide parents and educators in selecting appropriate anime films for their children, while also promoting a deeper appreciation and understanding of different cultures.

2. Theoretical framework

This study relies on the interpretation of media effects theories to explain the relationship between cartoons (particularly Japanese anime) and children, specifically the cumulative effects theory. The origins of this theory can be traced back to American researcher George Gerbner and his cultural indicators project, which examined the impact of mass media on the cultural environment. Cultural indicators research focuses on three interrelated issues: studying the structures, pressures, and processes that affect the production of media messages; studying the value of messages and mental images reflected by the media; and studying the independent contributions of mass messages to the public's perception of social reality.

Supporters of this approach believe that the effects of media require a long period to appear, as they aim to change attitudes, beliefs, and convictions over the long term, rather than directly changing behavior. The impact of media content on people takes a long time to emerge through an accumulative process of changing attitudes, beliefs, and convictions. While media effects theories have traditionally focused on the impact of mass media on society, they also apply to children, especially with the emergence of specialized channels for children's programs, which have complicated the matter of their upbringing and education. Children's programs play a vital role in shaping children's educational, moral, and social concepts, as they interact with them and imitate what they see, making them a means of instilling these concepts in children's minds and behaviors.

Therefore, Media attachment begins at an early age, and children are highly susceptible to the effects of media messages, which underscores the need for parents and educators to be aware of the content of the media children are exposed to and to teach them critical thinking skills to analyze and evaluate this content.

The child connects with the world around him and learns many skills, ideas and information through stories and engaging presentations. Children's animation has undergone many transformations that have contributed to the development of this art form, as it has kept up with the requirements of the current era, the advent of the internet, and its clear impact on direction and content. At the same time, various styles and classifications of children's animations have emerged, with Japanese anime at the forefront. Anime has gained worldwide and Arab viewership due to its various types that target all age groups, such as anime aimed at young girls, young boys, women, and men.

Anime is defined as "the Japanese artistic creation of animated films" or "the art of animation that has developed in Japan, while non-Japanese works that draw on anime are referred to as anime-influenced animations" [7]. It has gained the highest percentage of viewership by targeting all audience categories through various anime types, including manga, which can be loosely defined as Japanese comic books and is considered by many as the origin of the creative vitality that spawned anime [8].

Anime has achieved its own identity that distinguishes it from other cartoons, in terms of character design and the culture it seeks to achieve. It originated in 1917 and developed well into the 1970s in Japan, and by the 1990s, it had become a global phenomenon. Anime is not only limited to animated films but also includes video games such as PlayStation games and novels that are adapted into anime according to the story's plot.

The study on the relationship between cartoon films (with a focus on Japanese anime) and children is based on the interpretation of the theory of accumulated effects in media influence. This theory was created by American scientist George Gerbner as part of his project on cultural indicators. According to cultural indicators research, there are three main areas of focus: Examining the structures, pressures, and processes that influence the production of media messages and analyzing the valuable messages and mental images reflected by the media.

Evaluating the independent contribution of public messages to the public's understanding of social reality.

The impact of media content on people takes a long time to show and is based on gradual changes in attitudes, beliefs, and convictions over time. also supports this notion, emphasizing that the impact of media is not immediate, but

accumulates over time to change attitudes, beliefs, and convictions. The focus of this theory is on the impact of media on society, particularly on children who are heavily influenced by what they are exposed to.

The advent of specialized channels for children's programs has added complexity to this issue. These programs play a crucial role in shaping the educational and personal characteristics of children, by instilling educational, moral, and social concepts. Children's exposure to media begins at a young age, through animation, and continues throughout their development. This contributes to the formation of their awareness which refers to their knowledge, understanding, and appreciation of a particular subject, and may influence their behavior towards it.

Animation is defined as the art of motion analysis, in which images persist on the retina for 1/10 of a second after the actual image is gone. Animations, cartoons, and puppetry play a significant role in the upbringing of children, socially, psychologically, and mentally, by developing their imagination, instilling targeted values, and shaping their relationship with the world around them.

According to Raddawi and Ajal (2021) [7], children communicate with the world around them and learn a lot of information, skills, and ideas through interesting stories and presentations. Children's animation has undergone many transformations, contributing to the development of this art form and adapting to the requirements of the current era and the impact of internet access. Different styles and types of children's drawings have emerged, with Japanese anime at the forefront due to its popularity globally and in the Arab world.

Norris (2009) [8] defines anime as "the Japanese artistic creation of animated films" or "the art of animation developed in Japan." Non-Japanese works that are influenced by anime art are referred to as "anime-influenced animation." Japanese anime films have attracted high viewership rates across multiple genres, such as anime directed at young girls and boys, and both men and women. The main styles include manga, which is defined as Japanese comic books and is considered the origin of the creative vitality that spawned anime.

According to anime is transformed from manga into animated graphics, video games, and novels, which are ordinary stories from which anime is drawn. Anime has achieved a distinct identity that sets it apart from other cartoons in terms of character drawing and culture. The first anime was created in 1917 and was developed by the 1970s in Japan. By the 1990s, anime series such as Dragon Ball, Pokemon, and Sailormoon became worldwide successes.

By the year 2000, the proliferation of Japanese animation in the global market was significant. Agyeiwaah, Suntiku I, and Shan Carmen (2019) [9] highlight the important role of anime in cultural promotion. Many studies have confirmed its role in promoting goods, Japanese tourism, and ideas. The "Cool Japan" strategy was launched in 2012 as a "soft power" initiative to promote the unique culture of Japan, with anime playing a key role in the promotion of tourism.

3. Literature Review

Japanese anime has become increasingly popular across the world, with a significant number of studies investigating various aspects of its transnational appeal and representation in media. The following literature review aims to provide an overview of the research conducted in this area, highlighting the key findings and implications for future research. These studies will be dealt with as follows:

1. The first study by Ito and Bisila (2020) [10] titled "Blond hair, blue eyes, and 'bad' Japanese: Representing foreigner stereotypes in Japanese anime" investigated the linguistic and visual representations of foreigners in 17 recent Japanese animated shows. The authors found that female characters accounted for only 20% of the total number of foreign characters and that many of them were visually sexualized. They discussed the effects of mediatization regarding non-ironic representation and proposed ways to incorporate the findings into Japanese language instruction to increase critical awareness of language and culture issues among students.
2. In a similar vein, Oscar Garcia Aranda's study (2020) [11] titled "Representations of Europe in Japanese Anime: An Overview of Case Studies and Theoretical Frameworks" aimed to understand how "Japanese-ness" has been negotiated in representing Japan through critical content analysis of selected anime programs available on Malaysian television. The author found that Japanese anime has started to claim a steady position on Malaysian television and suggested future research in this area. In a different context, Marco Pellitteri's study (2021) [12] titled "The European Experience with Japanese Animation and What it Can Reveal About the Transnational Appeal of Anime" argued that the notion that anime's popularity is mainly due to its being "cool" is overrated and that the audience's affection should be identified elsewhere. The author posited that changes in media content distribution and consumption in the 2000s did not significantly affect anime's popularity in Europe, owing to its previous mainstream circulation.
3. The study by Agyeiwaah, Suntikul, and Li Yee Shan Carmen (2019) [9] titled "'Cool Japan': Anime, Soft Power, and Hong Kong Generation Y Travel to Japan" investigated the role of Japanese animation, or anime, in Japan's "Cool Japan" strategy, which was launched in 2012 as a "soft power" initiative to promote the country's unique culture. The

authors suggested that the findings have implications for destination marketing organizations in developing anime products and events that meet the unique needs and preferences of different groups of anime fans.

4. Marco Pellitteri (2021) [12], in his study titled *The European experience with Japanese animation and what it can reveal about the transnational appeal of anime*, challenges the notion that anime's popularity is mainly due to its "cool" factor. Instead, the author argues that anime's appeal lies elsewhere and that its popularity in Europe and North America has remained largely unaffected by changes in media content distribution and consumption.
5. The study of Liu, et al., (2021) [13], titled *Cartoon Planet: The Cross-Cultural Acceptance of Japanese Animation*, examines the between-nation differences in anime's popularity. The study finds that regional factors, rather than cultural proximity, account for anime's greater popularity in Asia than in the West. The study also highlights the potential of overseas exports to save an industry that has predominantly targeted the domestic market.
6. The study, by Ono et al. (2020) [14], titled *Anime pilgrimage in Japan: Focusing social influences as determinants*, explores the phenomenon of anime pilgrimage, where fans travel to locations that resemble scenes from anime. The study identifies the determinants of visit intention and destination loyalty, finding that otaku are motivated by the desire for interaction with other otaku and the wish to visit new locations.
7. Elizabeth Agyeiwaah et al.'s (2019) [9] prepared study titled *'Cool Japan': Anime, Soft Power, and Hong Kong Generation Y Travel to Japan*, discusses the role of anime in Japan's "Cool Japan" soft power initiative. The study suggests that anime tourism plays an important role in promoting Japan's unique culture and recommends the development of anime products and events that cater to different groups of anime fans.
8. The study of Rika Ito and Megan Bisila (2020) [10], titled *"Blonde hair, blue eyes, and "bad" Japanese: representing foreigner stereotypes in Japanese anime*, investigates the linguistic and visual representations of foreigners in anime. The study finds that foreign characters are often portrayed with stereotypical features and are frequently sexualized, with female characters accounting for only 20% of the total number of foreign characters. The study recommends the incorporation of these findings into Japanese language instruction to increase critical awareness of issues regarding language and culture among students.
9. The study of Oscar Garca Aranda (2020) [11], titled *Representations of Europe in Japanese Anime: An Overview of Case Studies and Theoretical Frameworks*, focuses on the negotiation of "Japaneseness" in anime through the representations of Europe. The study employs critical content analysis of selected anime programs available on Malaysian television to examine how "Japaneseness" is negotiated through anime.
10. In a study by Raddawi and Ajal (2021) [7], the researcher aimed to examine the values reflected in the popular anime *Detective Conan*. The researcher used content analysis to study a TV series from 2018 and found that *Detective Conan* presents positive values.
11. Both Boubezari, R., and Belkheiri, K. (2021) [15] explored the role of television programs in the social upbringing of children. The study revealed that foreign content aired on satellite animation channels caused the destruction of Arabic culture, identity, and language and encouraged violent and criminal behavior.
12. There is one study related to Al-Awaad (2018) [16] investigated the impact of animated cartoons on children's behavior and personalities. The study found that exposure to both the negative and positive aspects of cartoons affected children's behavior and personalities. The study also recommended that media professionals pay more attention to the programs and shows they broadcast, Elborgy, H. (2019, August 22) [17]. as the media content serves the interests of the entities that fund and support it.
13. In a study by Mahmoud (2019) [18], the researchers investigated the limits of imagination in children's animation. This study aimed to explore the impact of children's exposure to animation on their imagination and creativity, and the findings showed that children who watched animation had a more active imagination and creativity.
14. Finally, there is one study, conducted by Alghamdi and Almutairi in (2022) [19], that investigates the influence of Japanese anime on the behavior and values of Saudi children. Using a sample of Saudi children, the study explores the extent to which exposure to Japanese anime impacts their attitudes and beliefs. The study utilizes a mixed-methods approach, including surveys and focus groups, to gather data and analyze the results. The findings indicate that Japanese anime has a significant influence on the behavior and values of Saudi children, particularly in terms of shaping their worldview and attitudes towards gender roles and violence. The study highlights the need for further research in this area and emphasizes the importance of promoting media literacy among children to help them navigate the messages and values portrayed in Japanese anime. Overall, this study contributes to the growing body of literature on the influence of media on children's development and provides valuable insights for educators, parents, and policymakers.

In conclusion, Japanese anime has become a popular form of entertainment globally, and numerous studies have explored various aspects of its representation and transnational appeal. The studies reviewed here reveal that anime portrays foreign characters with stereotypical features and often sexualizes them. Furthermore, foreign content aired on satellite animation channels can lead to the destruction of local culture and encourage violent and criminal behavior in children. However, anime also presents positive values such as teamwork, perseverance, and determination, which can help children develop essential life skills. The studies also highlight the potential of anime tourism in promoting a country's unique culture and its role in Japan's "Cool Japan" soft power initiative. Additionally, exposure to anime can impact the imagination and creativity of children positively. One study particularly emphasizes the influence of Japanese anime on the behavior and values of Saudi children, emphasizing the need for media literacy among children to help them navigate the messages portrayed in anime. Overall, these studies shed light on the different aspects of Japanese anime's influence and provide valuable insights for parents, educators, and policymakers in selecting appropriate anime content and promoting media literacy among children.

4. Statement of The Problem

The study aims to investigate the impact of Japanese anime films on Arab children's values, symbols, and practices. The main problem statement is to address the scarcity of research on the content of Japanese anime films and their influence on the awareness of Arab children. The study used a questionnaire that was administered to 109 media professors in the United Arab Emirates. The results showed that Japanese anime films establish various values, including sensory, fictional, moral, and cultural values that can affect Arab children. The moral significance was found to be high, indicating that what the audience sees through Japanese anime can reflect on their behavior. The study highlights the importance of monitoring children's media content, limiting their exposure to messages that could negatively affect their behavior and thinking. Additionally, the study emphasizes the significance of incorporating successful international production models while maintaining cultural values and identities to protect the child's identity and culture. The research aims to contribute to the international and Arab scientific literature by answering questions about the values reflected in the awareness and behavior of Arab children due to their exposure to anime films. The sub-questions investigate the types of values anime films instill, the themes that may be considered threatening to Arab children, and the relationship between the movements and symbols depicted in anime films and how Arab children act.

5. The Objectives

The main objective of this study is to analyze how Japanese anime films affect the awareness and behavior of Arab children by examining the values, symbols, and practices depicted in these films. To achieve this, the study outlines five sub-objectives as the follows:

1. To identify the content and types of values that anime films aim to communicate.
2. To analyze the body language portrayed in anime films, which may potentially impact the behavior of Arab children.
3. Aims to examine the relationship between the behavior of anime film characters and various aspects of the behavior of Arab children.
4. To identify the characteristics of the symbols and concepts presented in anime films.
5. To create a particular method for utilizing the research findings to enhance the well-being of children.

6. Methodology

The study methodology involves the following points:

a. Study approach and method

The study used a descriptive and analytical approach under the direction of a quantitative research philosophy to achieve its goal. The quantitative research approach is one of the most prominent approaches used in media research to obtain data and information targeting the scientific phenomenon itself. As noted by Miles (2020) [6], the quantitative research approach considers human behavior as a controllable entity from both an epistemological and ontological perspective.

b. Study Population and Sample

Professors specializing in media Arab universities make up the study population. Due to the small size of this society, the study relied on a comprehensive accounting system, and the statistical community considered the same sample size. The questionnaire was distributed to the 109 media professors in the UAE, 78 of whom responded, representing a proper and accurate sample and about 72% of the total size of the society. In the United Arab Emirates (the researcher's residence

and workplace), the study was applied to media professors in the United Arab Emirates as a sample of the study, representing the basic community of media professors in Arab universities because they are specialized and directly related to the subject matter of the study. 78 out of 109 Emirati university professors in the Arabic department responded to the e-questionnaire, which is a scientifically acceptable response rate of 72%. Males outnumbered females 51% to 49%.

c. Internal validity and consistency of the research tool

The tool was reviewed by a panel of experts, including faculty members, who agreed on the suitability and clarity of the scale indicators. Regarding the statistical reliability, the overall reliability coefficient of the tool was 0.93 using Cronbach's alpha, indicating high stability and suitability for achieving the study's Objective. The researcher also applied the questionnaire to a survey sample of 10 individuals to ensure the clarity and accuracy of the questionnaire and then its final version.

d. Data collection tools and samples

In compiling its data, the study relied on identification as a key data compilation tool, given the fact that this tool provides for the collection of realistic data about individuals and their trends towards different issues in a measured and standardized manner, making it one of the most common tools. A questionnaire is formed from five main themes was designed in line with the study's objectives and answers its questions. It included 30 questions that addressed all of the study's objectives: I: demographic variables, II: content and types of values that you are keen to establish in anime films; III: body language in anime films that will change the behavior of the Arab child, IV: the association between the behavior anime characters and some manifestations of the behavior of the Arab child, V: Features of the apparent content of the connotations of symbols and ideas contained in anime films in the preparation of the study tool, the researcher designed the questionnaire form, the main study tool, which involved identifying data and information to be collected from the field after carefully identifying the research problem through which to identify the values reflected in the Arab child's awareness and behavior as a result of his/her exposure to development films

Statistical processing of data

The "Alpha Cronbach" test was used to measure the stability and truthfulness of the content of the study questionnaire, as well as the procedures and methods of statistical analysis (repeats and percentages, weighted averages of calculation, standard deviation, arrangement), as well as other statistical methods used. The researcher reviewed the questionnaire form to ensure that it was complete and valid for data entry.

7. Study Limitations

- Geographical limitations: The study was conducted at Abu Dhabi University, in the United Arab Emirates.
- Human limits: The field study was conducted through a questionnaire for Arab academic experts, media professors at UAE universities.
- Temporal limitations: The field study was conducted during the period from December 15, 2022, to January 10, 2023.
- Subjective limitations: This study is limited to animated films and their impact on the awareness of Arab children, through a study that evaluates academic media experts' opinions, specifically concerning Japanese anime.

8. The Results

Data as shown in Table No. (1) indicates the distribution of respondents between males and females out of 78 individuals, 40 are male (51%) and 38 are female (49%). The total number of individuals included in the study is 78, representing 100% of the population.

Table 1: shows the frequency distribution of sex in the study population

Gender	Percentage	Frequency
Male	51%	40
Female	49%	38
Total	100	78

The table provides information about the distribution of the study population age. The table shows that age was divided into four age categories and that the distribution is shown in table no. (2).

Table No. (2) shows the frequency and percentage of individuals in each age category. The four age categories are "Less than 35", "35-45", "46-55", and "More than 55". The table shows that there were 4 individuals (5%) in the "Less than 35"

age category, 29 individuals (37%) in the "35-45" age category, 35 individuals (45%) in the "46-55" age category, and 10 individuals (13%) in the "More than 55" age category. The total number of individuals in the study population was 78.

Table 2: shows the frequency distribution of age among the study population

Age	Percentage	Frequency
Less than 35	5%	4
35-45	37%	29
46-55	45%	35
More than 55	13%	10
Total	100%	78

This table provides a clear picture of the age distribution among the study population, allowing for easy comparison between the different age categories. The majority of the study population falls within the age range of 35 to 55 years old, with 82% of the individuals falling within this range. The small percentage of individuals in the youngest and oldest age categories may suggest that the study population is not representative of the general population in terms of age distribution.

Table No. (3) provides information about the distribution of majors a study population. It shows the percentage and frequency of each major in the study population. The table shows that there were six majors in the study population, including "Radio and Television", "Mass Communication", "Journalism", "Public Relations", "Media", and "Movies and Drama". The table shows that the most common major in the study population was "Radio and Television", accounting for 44% of the population with a frequency of 34 individuals. The second most common major was "media," with 23% of the population and a frequency of 18 individuals. The other majors had much smaller percentages, with "public relations" being the third most common major at 18% with a frequency of 14 individuals. "Mass communication" and "journalism" had percentages of 9% and 5%, respectively, while "movies and drama" had the smallest percentage of 1% with only 1 individual in this major. The total number of individuals in the study population was 78.

Table 3: shows the frequency distribution of majors in the study community

Major	Percentage	Frequency
Radio and Television	44%	34
Mass communication	9%	7
Journalism	5%	4
Public Relation	18%	14
Media	23%	18
Movies and Drama	1%	1
Total	100%	78

Table 4: shows the frequency distribution of social status

Marital status	Percentage	Frequency
Married	81%	63
Single	8%	6
Divorced	5%	4
Widower	6%	5
Total	100%	78

The five-point Likert scale was used to answer the survey questions. Table No. (5) is used to explain the direction of answers. The arithmetic mean, standard deviation and T-test were calculated for each question and the questions were arranged to build the arithmetic mean in descending order.

Table No. (5) Interpretation of the results of the five-point Likert scale

Table 5: of the five-point Likert scale:

Range	Result
1.00-1.80	Strongly Agree
1.81-2.60	Agree
2.61-3.40	Neutrally
3.41-4.30	Disagree Agree
4.31-5.00	Strongly Disagree

The table represents the ranges of results for a five-point Likert scale, which measures levels of agreement with a statement or question with a range of 1.00 to 5.00. The table breaks down the responses into five categories: "Strongly Agree"

responses fall within the range of 1.00 to 1.80; "Agree" responses fall within the range of 1.81 to 2.60; "Neutrally" responses fall within the range of 2.61 to 3.40; "Disagree" responses fall within the range of 3.41 to 4.30; and "Strongly Disagree" responses fall within the range of 4.31 to 5.00. The table is labeled "Table No. 5" and provides a summary of the result ranges for the Likert scale.

These results were discussed by reviewing, addressing, and discussing the study objectives, which were addressed as follows:

Objective (1) identifies the content and types of values that anime films are eager to establish:

The table shows the results of a survey that included ten questions aimed at measuring these values. The responses were collected using a five-point Likert scale, ranging from "strongly agree to strongly disagree. The study found statistically significant differences in responses to questions about the cognitive and cultural values that anime movies present, as well as their focus on dark and violent themes, promotion of suicide and murder, and alignment with the sensory values that do not match with Arab children's culture.

In each case, the mean and standard deviation are given, along with the percentage of responses falling into each category of the Likert scale. The statistically significant differences are indicated by $p < 0.05$, which means that there is a less than 5% probability that these differences are due to chance. The text above provides an explanation of the results, including the direction of responses, the mean and standard deviation, and the percentage of respondents in each category of the Likert scale. The table presents the results of a survey conducted on the opinions of Arabic-speaking individuals regarding Japanese anime films. The table displays the percentages of responses to five statements about the themes and values portrayed in anime films. The statements are translated as follows:

1. Anime films focus on mythological themes.
2. Anime films present moral values that contradict Arab society's values society.
3. Anime films focus more on promoting the culture of the producing country.
4. Anime films focus more on crime-related themes.

The survey results indicate that there are significant differences in the responses to the statements, with a confidence level of $P < 0.05$. The deviation, mean, and percentage of responses are also presented in the table. For each statement, the percentage of "Strongly Agree," "Agree," "Neutral," and "Disagree" responses is shown.

For statement 1, 30% of respondents strongly agreed that anime films focus on mythological themes, while 43% agreed, 19% were neutral, and 8% disagreed. For statement 2, 30% of respondents strongly agreed that anime films present moral values that contradict Arab society's values, while 45% agreed, 18% were neutral, and 7% disagreed. For statement 3, 31% of respondents strongly agreed that anime films promote values that contradict the religious values of Arab society, while 44% agreed, 19% were neutral, and 6% disagreed. For statement 4, 36% of respondents "strongly agreed" that anime films focus more on promoting the culture of the producing country, while 41% agreed, 18% were neutral, and 5% disagreed. For statement 5, 34% of respondents "strongly agreed" that anime films focus more on crime-related themes, while 48% agreed, 13% were neutral, and 5% disagreed.

Table 6: shows the results of a survey that included ten questions aimed at measuring these values:

No	Question	I Strongly Agree	I agree	Neutral	I disagree	I don't agree with that	Mean	STD	T.test	Rank	Result
		N/%	N/%	N/%	N/%	N/%					
1	The cultural cognitive values offered by anime films contribute to the development of the knowledge of the Arab child.	12	26	17	19	4	2.71	1.152	0.027	1	agree
		15%	34%	22%	24%	5%					
2	Anime films are presented as irreconcilable with the culture of the Arab child.	18	36	16	8	0	2.18	0.908	0.000	4	agree
		23%	46%	21%	10%	0%					
3	Anime films present moral	23	35	14	6	0	2.04	0.889	0.000	7	agree

	values that are incompatible with the values of society for an Arab.	30%	45%	18%	7%	0%					
4	Anime films are based on the transmission of values that are incompatible with the religious values of Arab society.	24	34	15	5	0	2.01	0.875	0.000	8	agree
		31%	44%	19%	6%	0%					
5	Anime films focus more on crime topics	19	31	24	4	0	2.17	0.859	0.000	5	agree
		24%	40%	31	5%	0%					
6	Anime films focus more on crime topics	26	37	10	4	1	1.94	0.888	0.000	10	agree
		34%	48%	13%	5%	0%					
7	Anime films focus on the themes of mythology.	23	33	15	6	1	2.09	0.956	0.000	6	agree
		30%	43%	19%	8%	0%					
8	Anime films focus on promoting the themes of the culture of the producing country more.	28	31	14	4	1	1.96	0.932	0.000	9	agree
		36%	41%	18%	5%	0%					
9	Anime films focus on promoting suicide and murder.	18	33	17	10	0	2.24	0.956	0.000	3	agree
		23%	43%	21%	13%	0%					
10	Anime films focus on the themes of darkness and darkness.	19	27	23	9	0	2.28	0.966	0.000	2	agree
		24%	35%	30%	11%	0%					
Total							1.893				agree

objective (2) to detect body language in anime movies that can change the behavior of Arab children:

The research results for this goal will be discussed by examining the results in the following table no.7

Table 7: Body language in anime films that can change the behavior of the Arab child:

No	Question	I Strongly Agree	I agree	Neutral	I disagree	I don't agree with that	mean	STD	T. test	Rank	Result
		N/%	N/%	N/%	N/%	N/%					
1	The child is expected to imitate the style of movement in the anime films of jumping, walking, and flying in the air.	28	38	10	2	0	1.82	0.752	0.00	6	I agree
		36%	50%	13%	1%	0%					
2	The child expects to be able to make imaginative movements such as disappearance, flight, conversion to another creature, and the like.	23	35	16	3	1	2.03	0.882	0.00	3	I agree
		30%	45%	21%	4%	0%					
3	Hand movements and signals are designed as role models.	28	25	20	4	1	2.04	0.973	0.00	2	I agree
		36%	34%	26%	4%	0%					
4	Anime characters often appear in a state of anger and violence as a model of reaction to many situations.	27	23	20	6	2	2.14	1.066	0.00	1	I agree
		35%	31%	26%	8%	0%					
5	Anime characters appear in distinctive clothing as a fashion style.	32	35	7	4	0	1.78	0.816	0.00	7	I Strongly Agree
		42%	45%	9%	4%	0%					
6	Creatures (non-humans) appear to be sexually	33	28	13	4	0	1.85	0.884	0.00	5	I agree
		43%	36%	17%	4%	0%					

	seductive.										
7	Anime characters appear on the Arabic child's school kit as role models.	31	25	20	2	0	1.91	0.871	0.00	4	I agree
		40%	32%	26%	2%	0%					
Total							1.94				I agree

The study shows that the use of body language in anime movies has a potential influence on the behavior of Arab children. The study included seven questions to measure the objective. The table summarizes the results of the study for each question.

For each question, the table shows the standard deviation, mean, and percentage of responses on the five-point Likert scale (strongly agree, agree, neutral, disagree, strongly disagree). The study found significant differences ($P < 0.05$) in the responses to all seven questions.

The first question was about the depiction of anger and violence in anime characters as a model for reacting to various situations. The mean score was 2.14 with a standard deviation of 1.066; 35% strongly agreed, 31% agreed, 26% were neutral, and 8% disagreed.

The second question was about the design of hand movements and gestures in anime characters as a model to follow. The mean score was 2.04 with a standard deviation of 0.973, or 36%. Strongly agreeing, 34% agreed, 26% were neutral, and 4% disagreed.

The third question was about the expectation that children can perform imaginary movements like disappearing, flying, transforming into another creature, etc. The mean score was 2.03, with a standard deviation of 0.882. 30% strongly agreed, 45% agreed, 21% were neutral, and 4% disagreed.

The fourth question was about the use of anime characters on school tools as a model for Arab children. The mean score was 1.91, with a standard deviation of 0.871. 40% strongly agreed, 32% agreed, 26% were neutral, and 2% disagreed. The fifth question was about the depiction of non-human creatures in a sexually provocative manner. The mean score was 1.85, with a standard deviation of 0.884. 15% strongly agreed, 27% agreed, 35% were neutral, 20% disagreed, and 3% strongly disagreed.

Overall, the study indicates that there is a significant effect of anime movies on the behavior and attitudes of Arab children, especially regarding their understanding of body language, imaginary movements, and the use of characters in different contexts.

The table appears to be presenting data from a study that is exploring people's attitudes towards certain topics. The table is showing the responses to a Likert scale, which is a commonly used tool in social research that measures attitudes by asking people to rate their level of agreement or disagreement with a statement on a five-point scale.

The first row of the table shows the statement being rated, which is "Non-human creatures are portrayed in a sexually suggestive way" in the first row and "Anime characters wear distinctive clothes as a fashion statement" in the second row. The percentage of responses for each rating category is shown in the subsequent rows, including "strongly agree," "agree," "neutral," "disagree," and "strongly disagree."

The text below the table provides additional information about the data. It indicates that there are statistically significant differences in responses to the statements, with a significance level of $P < 0.05$, meaning that the probability of obtaining these results by chance is less than 5%. It also provides the standard deviation and mean values for the responses to each statement, as well as the direction of the responses, indicating whether they are generally positive or negative.

Overall, the study suggests that people tend to agree that non-human creatures are portrayed in a sexually suggestive way, with 43% strongly agreeing and 36% agreeing. In contrast, people tend to be more divided in their attitudes towards anime characters wearing distinctive clothes as a fashion statement, with 42% strongly agreeing and 45% agreeing, but 13% being neutral and 4% disagreeing.

To reveal the extent to which there is a correlation between the behavior of anime film characters and some aspects of Arab children's behavior.

Table no. 8 aims to identify the extent of the relationship between the behaviors of anime characters and some aspects of the behavior of Arab children, using seven questions to measure the objective. The table shows significant differences in responses (with $P < 0.05$) regarding "Social relationships of anime characters are characterized by hostility and aggression," with a standard deviation of 1.106 and an average of 2.29. The response direction is shown in Item 5, which indicates that 28% strongly agree, 36% agree, 26% are neutral, 6% disagree, and 4% strongly disagree.

Furthermore, there are significant differences (with $P < 0.05$) in responses regarding "Betrayal dominates the relationships

between siblings in anime movies," with a standard deviation of 0.853 and an average of 2.00. The response direction is also shown in item 5, which indicates that 31% strongly agree, 44% agree, 20% are neutral, and 5% disagree.

Table 8: the extent of an association between the behavior of the characters of the anime films and some manifestations of the behavior of the Arab child

No	Question	agree	I agree	Neutral	I disagree	I don't agree with that	mean	STD	T .test	Rank	Result
		N/%	N/%	N/%	N/%	N/%					
1	Anime characters rely on distinctive hairstyles that are stimulating to imitate.	24	39	12	1	1	1.92	0.802	0.00	5	I agree
		32%	51%	15%	1%	1%					
2	Anime characters use a lot of makeup as a basic look.	28	36	12	1	1	1.86	0.817	0.00	6	I agree
		37%	46%	15%	1%	1%					
3	The social bonds of anime characters are characterized by repulsion and aggression.	21	27	20	6	4	2.29	1.106	0.00	1	I agree
		28%	36%	26%	6%	4%					
4	The social relations between anime characters are characterized by liberation from Arab social customs.	22	41	10	4	1	1.99	0.860	0.00	3	I agree
		28%	53%	14%	4%	1%					
5	Movies are challenging parents.	35	34	6	3	0	1.71	0.775	0.00	7	Fully Agree
		45%	45%	8%	2%	0%					
6	Anime characters appear lonely, and isolated from the family and its interconnectedness.	23	37	17	1	0	1.95	0.754	0.00	4	I agree
		29%	48%	22%	1%	0%					
7	The pattern of betrayal prevails in the relationships between the brothers in the anime films.	24	34	16	4	0	2.00	0.853	0.00	2	I agree
		31%	44%	20%	5%	0%					
Total							1.96				I agree

The table indicates significant differences (with $P < 0.05$) in responses regarding "Social relationships between anime characters are characterized by liberation from Arab social norms," with a standard deviation of 0.860 and an average of 1.99. The response direction is shown in Item 5, which indicates that 28% strongly agree, 53% agree, 14% are neutral, 4% disagree, and 1% strongly disagree.

Finally, there are significant differences (with $P < 0.05$) in responses regarding "anime characters rely on distinctive hairstyles that encourage imitation," with a standard deviation of 0.783 and an average of 2.15. The response direction is shown in Item 5, which indicates that 35% strongly agree, 43% agree, 16% are neutral, 5% disagree, and 1% strongly disagree.

The text states that the study objectives are to determine the characteristics of the content and symbols conveyed in anime movies.

Table 9 is titled "Determining the characteristics of the apparent content of symbols and ideas included in anime movies". However, without the actual table content, it is not possible to provide a more detailed explanation of the data inside the table.

Objective (4): Determining the characteristics of the apparent content of the meanings of symbols and ideas contained in anime films.

Table no. (9): Determining the characteristics of the apparent content of the meanings of symbols and ideas contained in anime films."

Table 9: outlines the characteristics of the implied meanings and associations conveyed by the symbols and ideas presented in anime films.

No	Question	I agree so much	I agree	Neutral	I disagree	I don't agree with that	mean	STD	T.test	Rank	Result
		No/%	No/%	No/%	No/%	No/%					
1	the anime films featured many icons and symbols with origins and affiliations in multiple cultures.	32	33	9	4	0	1.81	0.838	0.00	5	B
		41%	43%	11%	5%	0%					
2	The drawings and tattoos that show the characters of the anime films can be described as pagan or non-religious.	29	28	15	4	2	2.00	1.006	0.00	4	B
		37%	36%	19%	5%	3%					
3	Anime characters (tools and equipment) with traits closer to magic and nature-breaking are used.	28	27	16	5	2	2.05	1.031	0.00	2	B
		36%	34%	21%	6%	3%					
4	The characters adopt shocking statements to justify the annihilation of the enemy and the complete crushing of the creatures.	32	33	9	4	0	1.81	0.838	0.00	6	B
		41%	43%	11%	5%	0%					
5	The characters exchange disgraceful messages.	29	28	15	4	2	2.00	1.006	0.00	3	B
		37%	36%	19%	5%	3%					
6	Words of admiration are exchanged between anime characters with anomalous sexual connotations.	28	27	16	5	2	2.05	1.031	0.00	1	B
		36%	34%	21%	6%	3%					
Total							1.95				B

The table likely contains data related to the study objective described in the text. Without access to the table itself, it's difficult to say exactly what information it presents. However, based on the study objective, the table may include information on the specific symbols and ideas that are commonly depicted in anime films, as well as the characteristics or themes associated with them.

The text describes Table (9), which is aimed at identifying the characteristics of the apparent content of symbols and ideas conveyed in anime films through seven questions. The table shows the results of the questionnaire.

There are statistically significant differences ($P < 0.05$) in responses concerning the exchange of sexual words between anime characters with deviant sexual connotations, with a standard deviation of 1.031. The mean was 2.05, and the percentage of responses on the five-point Likert scale were as follows: strongly agree (36%), agree (34%), neutral (21%), disagree (6%), and strongly disagree (3%).

There are statistically significant differences ($P < 0.05$) in responses concerning the use of anime characters' tools and equipment with characteristics closer to magic and breaking the laws of nature, with a standard deviation of 1.031. The mean was 2.05, and the percentage of responses on the five-point Likert scale were as follows: strongly agree (36%), agree (34%), neutral (21%), disagree (6%), and strongly disagree (3%).

There are statistically significant differences ($P < 0.05$) in responses concerning anime characters exchanging messages with explicit content, with a standard deviation of 1.006. The mean was 2.00, and the percentage of responses on the five-point Likert scale were as follows: strongly agree (36%), agree (37%), neutral (19%), disagree (5%), and strongly disagree (3%).

There are statistically significant differences ($P < 0.05$) in responses concerning the symbols and tattoos shown on anime characters in films that can be described as pagan or non-religious, with a standard deviation of 1.006. The mean was 2.00, and the percentage of responses on the five-point Likert scale were as follows: strongly agree (36%), agree (37%), neutral (19%), disagree (5%), and strongly disagree (3%). The table contains five columns: the question number, the question itself, the mean, the standard deviation, and the percentages of responses on the five-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree) for each question. The mean is the average score for all the

responses, with a range of 1–5, where 1 represents strongly disagree and 5 represents strongly agree. The standard deviation indicates the level of dispersion or variability of the responses from the mean. The percentages show the distribution of responses for each category of the Likert scale.

9. Discussion

Firstly, the content and types of values that anime films seek to establish. The study presented 10 questions about the role of anime in presenting and promoting a range of sensory, moral, and negative and positive developmental values. The response of media experts agreed by a large percentage that anime films present multiple values but tend to strongly promote the values of crime and violence and challenge the norms of the local community in favor of strange negative values. The study by Pellitteri, M. (2021) [12], which found a rise in the popularity of anime films and their influence on viewers, confirmed this. Additionally, the study by Ono, A. et al. (2020) [14] found that anime fans are influenced by its content, causing them to embark on trips to the shooting locations. This indicates the extent of the influence of the values presented in anime, which is in line with the findings of this study on the power of content and values on viewers, especially children. Furthermore, the study by Raddawi and Ajal (October 2021) entitled "Values included in Detective Conan Anime" [7] also confirmed that Japanese anime seeks to establish values including sensory, imaginative, moral, and cultural, all of which affect the audience, especially children.

The results related to the potential effects on the values of the Arab child and their cultural identity showed a high percentage of agreement among media experts. While some believe that anime films contribute to the development of the knowledge of the Arab child, others confirm the danger of this trend, which does not agree with the cultural and religious values of the Arab child, as well as the focus on Japanese culture as a model to follow, affecting the child's identity. The issue of excessive focus on imagination and myths raises questions about the usefulness and importance of this information, as well as its role in separating the child from reality.

Secondly, the body language in anime films, which can change the behavior of Arab children. A study posed seven questions to experts about the possibility of children imitating the movements, flying, disappearing, transforming, and copying the dressing styles of anime characters. The study showed that the highest percentage of experts answered in agreement. The study conducted by Ono, A. et al. (2020) [14] revealed that anime enthusiasts visit the locations where scenes were shot and try to live in the same atmosphere they saw and emulate the behaviors of anime characters (known as "anime pilgrimage in Japan"). This indicates the strong influence on the recipient's perception, which drives them to imitate and adopt.

The behaviors of the beloved characters without awareness or realization. Experts in this study confirmed the same previous results: that the child strongly tends to mimic what they see, responding positively and intensely. A study by Ito and Bisila (2020) [10] agreed, focusing on the appearance of anime characters. The study found that anime films frame a specific appearance for anime characters and establish a certain style, which affects the audience. This result led to questions for experts about the unique hairstyles and movements that distinguish anime characters, which encourage children to imitate them to feel unique and strange like the anime heroes. Ouf, G. (2020) [21] study focused on the effect of cartoons on a child's personality and behavior. It is agreed that children are influenced by what they see in cartoons, which is reflected in their behavior. It is worth noting that imitating the movements that children learn from their surrounding community or media is dangerous, as it leads to attachment and belief in them.

The Relationship Between the Behaviors of Anime Characters and Some Aspects of the Behavior of Arab Children In a recent study, seven questions were posed to experts, who confirmed that the behavior of anime characters, including a tendency towards betrayal, isolation, challenges to family and social ties, and the adoption of a liberated lifestyle, as well as their unique appearance with unusual hairstyles, can affect the perception and behavior of Arab children. The study also found that there is a high likelihood that children will adopt the behaviors of their favorite anime heroes and main characters, thereby reinforcing the importance of monitoring the content of anime and its potential impact on children.

Agyeiwaah, Suntikul, and Carmen (2019) [9] conducted a study on "Cool Japan": Anime, soft power, and Hong Kong generation Y travel to Japan, which highlighted the importance of Japanese animation in shaping the behavior of individuals and encouraging them to adopt Japanese culture. The researchers agreed on the potential dangers associated with watching anime, particularly concerning its impact on children's behavior, which highlighted the importance of Japanese animation in shaping the behavior of individuals and encouraging them to adopt Japanese culture. The researchers agreed on the potential dangers associated with watching anime, particularly concerning its impact on children's behavior. The results of the study indicated that media professors were most likely to agree that there is a significant relationship between the interest of Arab children in anime and their adoption of the behaviors and movements of the film's heroes. The data in the table above confirms the study's hypothesis that there is a statistically significant relationship between the behavior of anime characters and the behavior of Arab children.

The study also revealed that the commercial use of anime characters, such as on school supplies and clothing, encourages children to identify with and emulate their favorite characters. However, this also increases the likelihood of adopting negative behaviors, such as violence, anger, isolation, and hatred towards parents, which can threaten a child's emotional, cognitive, and psychological development.

The impact of anime movies on Arab children: the significance of symbols and ideas

The present study investigates the impact of the apparent content of symbols and ideas depicted in anime movies on the behavior of Arab children. The study presented six questions related to symbolic references, tools, dialogues, quotes, and movements. The results emphasized the danger of these symbols and their reflection on the perception and beliefs of Arab children. In agreement with the findings of the study conducted by Marco Pellitteri [12], who emphasized the ability of Japanese anime to transcend boundaries and influence the audience, this study confirms that anime movies rely on symbolic references to affect children. This is also supported by other studies such as those of Aranda, O. G. [11], Ono, A. et al. (2020), [14], and Mahmoud [18], which demonstrate that the symbols in anime movies have meanings and ideas that affect their viewers. [22].

As shown in the above table, media professors who responded with agreement had the highest percentage, which supports the third hypothesis of the study: there is a statistically significant relationship between children's exposure to symbols and ideas presented in anime movies and the reflection of their meanings on them. This is in agreement with experts' views on the danger of these symbols and their negative impact on the Arab child's perception and cultural identity. At an early age, children need accurate information to contribute to the development of their thinking, identity, and knowledge. However, anime movies present children with many icons, symbols, tattoos, and sayings, with origins and affiliations to multiple cultures and strange connotations. This represents a disturbance in the child's mind and makes it difficult for them to focus on educational values and information [23].

Therefore, it is crucial to recognize the significance of the symbols and ideas depicted in anime movies and their impact on Arab children. Parents, educators, and media professionals should monitor and assess the content of anime movies before exposing children to them. Additionally, anime movies can be used as a medium for teaching values and morals in the Arab world, but only if they are presented in a manner that respects Arab culture and identity.

10. Conclusion

This study examined the relationship between the content of Japanese anime films and the values and behaviors they portray, and their reflection on the awareness and behavior of Arab children. The study assumes that exposing Arab children to anime films reflects on their awareness and understanding of the values presented in the films. The researcher used a survey method to conduct the field study and found several important results, including:

Anime films present multiple values, but they strongly tend to promote the values of crime and violence and challenge the norms of the local society in favor of negative values that are foreign to it. Moreover, Japanese culture is presented as a model to be followed.

Children are influenced by what they watch and mimic the movements, such as flying, disappearing, transforming, and imitating the movements of anime characters and their way of dressing, which are designed to influence the audience and stir their enthusiasm.

The pattern of betrayal, isolation, challenging familial and societal bonds, and adopting a free pattern from the local customs agreed upon, as well as the appearance of anime characters with strange hairstyles and unusual appearances, affects the perception of Arab children and reflects on their behavior and actions, as well as increasing the likelihood of adopting the same behavior as the heroes and main characters in anime.

Anime films rely on promoting some symbols, tools, dialogues, slogans, and symbolic movements, presented in an emotionally influential atmosphere, stirring admiration and love for the characters and creating a desire to adopt the symbol. Experts and media professors have emphasized the danger of these symbols and the danger of their reflection on the perception and beliefs of Arab children. The Arab film industry lacks competitive production for the current children's market.

Conflicts of Interest Statement

I am, the author of this paper, earnestly declare that there is no conflict of interest or relationship, financial or otherwise (between me and any individual, organization or a group of people) that might be perceived as influencing our objectivity.

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