

# **The Role of Pakistani Animated TV Series to Build Perception of Good Governance through Responsible Citizenship**

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## **Abstract**

Animation is a powerful pedagogical tool combining audio messages with visual cues and other graphical representations. By serving the dual function of explaining complex phenomenon and helping communicators to fulfil the audience's engaging interests, animation enhances the public's learning abilities (Liu & Elms, 2019). As animations are very motivating and it is believed that animations have some computational properties which enhance some of our cognitive demands of learning, therefore 2D and 3D animated TV series or videos are used globally to spread awareness among people about responsible citizenship which helps the state in establishing good governance. This research aims to understand how Pakistani animated TV series are promoting awareness among people about responsible citizenship to help the state establish good governance. A qualitative research design is adopted and through the critical discourse analysis of the animated TV series, it is analyzed that their content contains the elements of responsibility, participation and responsiveness and hence contributes towards promoting good governance. Hence, three animated TV series "Quaid se Baatein", "Burka Avenger", and "Team Muhafiz" have been selected for the study and one episode of each animated TV show has been chosen through purposive sampling.

**Keywords:** Animation, Animated TV Series, Responsible Citizenship, Pakistani Youth

## Introduction

Media plays a great role in creating awareness among its audience on various issues and ultimately forming public opinion. Hence, its role in shaping opinion on good governance is of great importance (Ahmad & Khan, 2020). Animated series which serve as a medium to entertain and educate children can promote positive social values and can encourage the growing minds of young people to encourage critical thinking (Smith et al., 2018). According to Shahid et al. (2022), the media content has an influence on the audience, although the degree of influence is not possible to measure.

Maintaining order in society and observing the laws merely don't define the prevalence of good governance in society. It also includes making sure that all the needs and rights of all the members living in a society are fulfilled. In addition, it also includes making sure that all the resources are distributed equitably and fairly (Johnston, 2006). It is essential to maintain good governance in any functioning society and media including animated series is used to create awareness for its observance in the society. Good governance represents the way a government runs while observing the values of effective decision making, accountability and transparency (Johnston, 2006). Good governance is measured through the positive outcomes like social progress, economic development and speaks of the quality of a government or an organization (Smith et al., 2018).

Good governance in Pakistani animated series is promoted through the themes of responsible citizenship, justice and accountability (Ahmad & Khan, 2020). These series contain valuable lessons on the importance of good governance. This is done by showing how responsibility, accountability, justice, and inclusivity can help build strong thriving communities (Yousaf & Rahim, 2021). This can motivate the audience of animated series in Pakistan to observe the values that promote good governance in their lives and in the society.

Some of the popular Pakistani animated series that serve to educate the young minds include *Burka avenger*, *Commander Safeguard*, *Quaid se Baatein*, *Team Muhafiz*. *Burka avenger* is one of the animated series that empowers women by promoting the need to educate girls. The main characters of the series Kamala, Jiya, and Aisha possess unique qualities and work together to protect their community and bring about good governance in society. The motto of *Burka Avengers* is Justice, Peace and Education for all. A group of females fight against the villain *Baba Bandoon* who tries to prevent girls from education (Riaz, 2015). This animated series has won many awards for positively portraying the role of women and for promoting education. The role of *Burka*

Avengers in promoting gender equality and education, which are key elements of good governance contributes towards the creation of an equitable and inclusive society (Riaz, 2015).

Quaid se Baatein is another animated series that aims to educate its viewers and raise awareness. It promotes good governance through the themes of effective decision making, transparency and accountability (Yousaf& Rahim, 2021). Other animated series appear to be promoting social justice and inclusivity in good governance. These series also focus on the importance of distributing resources fairly among all members of society to ensure their needs and rights are well-observed (Ahmad & Khan, 2020).

Animation is the process of illusion of movement and giving life to models, inanimate objects and cinematographic drawings. Animations are created by recording a series of still images, drawings or objects. When played back, still images appear as one continuous image that gives us a feeling of motion (Jin, 2011). The role of animation in the consumer attitude formation: Exploring its implications in the tripartite attitudinal model (2011). Human eye retains an image for 1/16 seconds so when an animation runs more than 16 frames per second of animation through any medium it gives the illusion of movement. On broadcast standardized format of animation is 25 frames per second while for cinema it is 24 frames per second (Khalid, 2013). Paul Wells stated in his book Understanding Animation that animation can be defined as a force that can shape your future. In fact, now civilization depends upon how they use it. Animation is mainly used in the sectors of Development, Commercial, Cultural and Entertainment purposes to achieve the desired targets of the producers or sponsors.

Animation is the non-personal communication basically inherited by persuasive nature, so it can be used indifferently (Wells, 1998). During a telephonic interview with Sufi Bilal Khalid, and Dr. Fatah Daudpoto explained the concept that animation is really powerful and influential medium which can display complex and complicated information, thoughts and ideas in a very attractive way. He also stated that objectives of producing animated content can be diverse like to educate, inform, sell and entertain to mass audience (Khalid, 2013). The animation is a continuous motion of shapes, Illusions and rapid display of events in a particular sequence with a slight difference of motion and gestures.

## **Literature Review**

Many researchers have attempted to explore the role of animated series in promoting political communication and civic education. Kline and McClure (2011) conducted a study and found the role of animated series to be effective

while teaching about civic engagement and democratic values. The role of animated films in promoting political participation and critical thinking among youth was observed in a study conducted by Gómez-Martínez and García-García (2015). Further studies have attempted to explore the role of animation in promoting accountability and transparency in government. For example, a study conducted by DiMaggio (2017) found that animated videos can help educate citizens on the matters of government budgeting and spending. In another study, it was observed that animated videos can help promote the participation of citizens in the decision-making process of local government (Kim and Lee, 2019). The literature review finds a gap when it comes to studying the role of Pakistani animated series in the promotion of good governance in the society.

### **Role of Animation in Children's Learning**

Animation may have a great impact on the minds of children. When children watch videos their brain processes information, graphical representation of the characters, and violent acts very swiftly that may have positive or negative effects on their minds. This may affect children's brain growth and development. Ruchi & Sunita (2014) conducted a study to understand the effects of animation on children and found that they learn the activities of the cartoons and behave the way their favorite character behaves in animation.

The Impact of animation on children's learning is the reason that Virtual reality, animation, and multimedia are the new forms of representation in education technology which are the latest innovations in the field of education (Ainsworth, 2008). There are some advantages and disadvantages of animation in the education field whose acknowledgement will help to understand the role of animation representation in education.

Studies show that there is the number of the reasons of founding animation in every field of education and one them is some people think that animation helps people learn easily because animations are itself very motivating and some people even believe that animations have some computational properties which enhance some of our cognitive demands of learning (Tversky & Morrison, 2002). In this modern era of education, teachers have to fulfil the engaging demands and customized multimedia.

Animation is a powerful pedagogical tool which combines the audio message with the visual cues and other graphical representation. By serving the dual function to explain the complex phenomenon of education and helping teachers to fulfill the engaging interests of the students, animation enhances the learning abilities of the students (Liu & Elms, 2019). Where animation helps the students enhance their learning abilities, at the same time animation plays its great role as a means to enhance learning tools for students of special needs, that's why

animation has grabbed attention in the field of special education. The researchers have already started recommending animation as a tool of learning in education and they also recommend the use of animation to enhance the learning skills of the students of special education (Baglama et al., 2018).

The impact of Animation on student learning is so high a religion can impact and change the belief system of followers of another religion by using the tool of animated TV series and movies. A study conducted in Pakistan showed how an animated Hindu religious movie Krishna impacted the religious views of Muslim children. Study revealed that the majority of children know about Krishna, his powers and religion. Children get more familiar with Hinduism and their religious heroes. Therefore, a gap existed between children and their own religion. The study concluded that the majority of the respondents are more familiar with the Hindu beliefs, which has obviously a negative impact on their religion as they don't have an idea about the powers of Allah Almighty which is the base of their belief and religion Islam. This study proved that the majority of children believed that Krishna has more powers than Allah and this had changed their perception about their own religion Islam (Nasir & Malik, 2014).

Studies have shown that animated videos for awareness can be retained easily. They have 58% higher retention rate than those messages which contain audio only (Adesope & Nesbit, 2012).

Scholars from Solvenia conducted a study to evaluate the impact of an awareness-based animation on student's knowledge about mental illness. 251 respondents participated in this research through surveys before and after being exposed to the animation. Study concluded that Animation is statistically effective in changing student's thoughts and the animation could be used as supporting material in a de-stigmatization campaign. Animation as an audio video medium had a positive impact on the student's thought aged 19-30 years. Thus, the message of the illustrations and animations helped to enhance awareness of depression (Plot & Tomc, n.d).

A study in Egypt provided a base to this argument that animation can be used in the field of environmental awareness advertisements as a successful tool. Investigation recommended the positive role of using animation in spreading environmental awareness among children from a very early age (Sayed, 2018). TV animations are not only creating awareness in normal conditions but also play a vital role in emergency situations. A study proved that animated awareness videos performed their function well when they were used to create awareness about Covid 19 among students of Leads University of Ibadan. Researchers found that animated content was relevant for Covid19. Animated videos helped to curb pandemic. Respondents of this study found the animated

content informative and entertaining as well. So, animated videos fulfill their job in creating awareness among its target audience (Idowu, 2020).

### **Statement of the Problem**

Literature shows that animated series can help promote good governance by raising awareness and educating citizens about the political and civic issues. However, to explore the effectiveness of Pakistani animated series in promoting good governance needs, further research is needed.

### **Research Objectives**

- To investigate the role of Pakistani Animated TV series in creating an awareness about responsible citizenship among youth.
- To investigate the role of Pakistani Animated TV series to Build perception of good governance through responsible citizenship.

### **Research Questions**

RQ1: What is the role of Pakistani Animated TV series in spreading awareness about the concept of responsible citizenship?

RQ2: Is the concept of responsible citizenship presented in Pakistani animated TV series linked with good governance?

### **Significance of Research**

It is believed that animations have some computational properties which enhance some of the cognitive demands of learning, therefore 2D and 3D animated TV series or videos are used globally to spread awareness among people about responsible citizenship which helps the state in establishing good governance. This research helps analyze the role of Pakistani animated series in promoting good governance through the concept of responsible citizenship, so that animated series may be further produced for creating awareness among the audience.

### **Methodology**

The method used in this research is critical discourse analysis. Though many media researchers have used the discourse analysis technique to study media texts and images (Gill, 2009), this methodology draws on the work of Van Dijk (2015), who does not exclusively focus on linguistics but rather connects it with the macro-aspects of social and political contexts, to understand the underlying aspects of media content.

### **Research Design**

A qualitative approach is employed as it is an appropriate method to enhance our understanding of the phenomenon under study. Therefore, critical discourse

analysis has been chosen as a research technique for the research under study. A CDA approach examines the language used in the content and how it constructs and reinforces certain ideologies or perspectives.

### **Population and Sampling**

Three animated TV series “Quaid se Baatein”, “Burka Avenger”, and “team Muhafiz” have been selected for the study and one episode of each animated TV show has been chosen through NonProbability technique and its subtype Purposive sampling. The episodes of these animated series have been taken from YouTube and these were transcribed for further in-depth analysis of the topic under study.

### **Sampling Technique**

In this study, the sample of one animated video from each of the three animated TV series has been selected on the basis of purposive sampling. Etikan et al. (2016) stated the idea of purposive sampling is selected as the arbitrary method being a representative of the total population; it tends to pick out the sample in relation to some criterion, as per the requirement of the particular study (Saleem et al., 2022). A purposive sample is appropriate in case of special emphasis on certain specific variables like the variable of good governance in the case of a problem under study.

## **Analysis and Interpretation**

### **Animated video 1**

The first animated video that was selected to check how values that contribute towards good governance are being promoted through the content in the animated TV series is the “Episode 4 from the season 2 of Quaid se Baatein”. This episode is about a little girl Zainab asking different questions related to the socio-political conditions prevailing in the country. The episode starts with a scene where Zainab returns from school and says that she has studied a lot in school and so she turns on television to freshen up. She starts watching a show on the news channel “Torr news” where news breaks all the time. A reporter, Saima asks the public if it is satisfied with the performance of the government or not. A man responds by saying that he is not at all satisfied with the government’s performance. When the reporter asks him which party he had voted for in the elections, he says that it was a holiday on the election day, and he could not get up early that morning. Moreover, it is very difficult to stand in the queue while waiting to cast a vote. Then the reporter asked if he had ever met the elected candidate of his constituency to solve the problems of his area. He asked surprisingly if it is possible for a common man to meet the leaders. To which the reporter educated that person by saying that meeting elected leaders is not only the right of the citizens, but it is also their responsibility to play their

role towards regional development.

This series shows how people make excuses when it comes to performing their role in the betterment of the society they live in. If the public which is suffering from the problems and facing several issues is not serious about their rights, then it won't be easy for the leaders to perform their duties.

When she asked the same question from another person, he responded by pointing towards a hole in the road that just looked at the condition of the road. The government should work on constructing new roads. To this the reporter says that a budget is required for making a new road and asks if he has paid his tax? The person responds to this question by saying that we are poor people. Another lady tells the reporter that it has become difficult to even breathe in this smog, God knows from where it is coming.

After watching this all Zainab thinks that "If the government is not doing anything, even the public is also not willing to contribute their role." She asks herself if it is not possible for both the public and the government to work for the betterment of the country. While thinking about this, she went to sleep. In her dream she sees a man trying to run a cycle without a pedal and a woman trying to cook food without gas. Meanwhile, she sees Quaid e Azam Muhammad Ali Jinnah in her dream and she asks him "Quaid, what are all these people doing?" To this Quaid replies that all the people want to get everything without doing anything. He tells them that the way paddle is important for running a cycle and fire is important for cooking meals. Similarly active and responsible citizens are required for a good state. The government should make good policies by consulting with the public and by including them in policy making procedures while it is the responsibility of the citizens to cast their votes in elections and help the government in making good decisions.

At this Zainab asks how this is all possible. At this Quaid responds by saying that you need to take the first step.

The next scene shows Zainab holding a bucket and running in the street. The same reporter is present there and doing a show on the smog issue and says to her audience that "Viewers watch this little girl running who is under-height because of smog. Let's ask her what she says about smog. Then she asks her "What should we do to avoid smog?" At this Zainab replies, that we should fulfill our responsibility like we should extinguish the fire which is producing the smoke.

After a while the reporter says that government workers have arrived and the fire has been extinguished. She gives the credit to Zainab because she motivates



the viewers and the government workers to play their role.

### **Animated video 2**

The second animated video selected for CDA is episode 2 of Team Muhafiz. The video starts with a scene where the word 'Zehar' is written which denotes the drugs. In the next scene, a person named "Rawka" is watching the news with a cigarette in his hand, where the headline states that an important member of the extortion group in Karachi has been arrested. Meanwhile an agitated man enters the room, Rawka asks him what he has brought in? He replies that everything has been ruined, Rawka asks who did this? The man replies that little children, at which Rawka gets angry that you have been beaten by children and then shuts the door.

The next scene shows a beggar with a poster on the wall on which the contact information for online begging is written. A student comes and shakes hands with the beggar, gives him money and receives something in return which is actually drugs. Another student Raza is coming from the opposite direction while listening to the music and he hits with the student who just bought drugs from the beggar. The student with the drug falls down and refuses to receive any help from Raza. When Raza looks back at the beggar, he suddenly disappears. Raza gets a little surprised at this situation.

The next scene shows Raza and Zain walking from the gym towards the change room. While passing through the window they see smoke, when they look for the source of it, they observe that two boys are consuming ice drugs. Raza and zain walk towards them and the boys doing ice drugs get confused. Zain says don't worry; we are just here to talk with you. Why do you consume drugs? They reply that it provides them with peace and relaxation.

Zain tells them it is not peace; it is actually a poison which is slowly leading you to death. Raza adds to it by saying that the timid people who are unable to face the reality of life seek refuge in drugs.

The next scene, Badshah khan is sitting in his operating room and working on the system with serious expressions which suddenly turn into a victorious smile as if he has identified some important thing.

The next scene shows a team of youth sitting around a round table discussing some important issue. Parinaaz says that if proper action is not taken immediately, this fire will burn us all. Another girl says that we have to reach the core of this drug mafia. Meanwhile Badshah khan enters the room and tells the team that he has good news, and he has identified the target. Afterwards, Hawaldar Farman guides the team about how to complete the mission. They

don't have the entry code and Zain says that he will manage to somehow get the code.

The next scene shows that the team has reached 'Chensor Goth', but the team has not yet received the code. The guards ask the team what they are doing here. When he senses danger, his hand reaches his gun, meanwhile a person comes with the code, who is Shakeel, and he tells the team that see I am not timid. Hence, the team enters the building and reaches a location where a group is sitting, counting money and saying that everyone is addicted. One of them says that the young people are our special clients. Meanwhile, Team Muhafiz comes forward and the fight starts. Soon, the whole drug mafia gets arrested.

In the next scene of the series different TV screens where news appreciates the role of Team Muhafiz in knocking out the drug mafia.

When Rawka receives the news that his network has been destroyed by a group of children, he gets angry and says how these little children dare get in a fight with him. He sends snipers to kill Team Muhafiz.

Next scene, Parinaaz is practicing goalkeeping in a hockey stadium. Mahnoor tells Raza that she wants to see him in action. Raza says that the better the practice, the better is the performance. Sniper is aiming at the Parinaaz. Parinaaz says that one day she will make her father's dream come true. Meanwhile, the sniper shot her and she jumped suddenly. Here the screen breaks and the episode ends.

### **Animated video 3**

Third animated video is an episode of Burka Avengers vs. Giant Traffic Robot. This video starts with the Burka Avenger, introducing herself and her city. She tells that Halwapur is her home city and a tragic incident left her orphaned as a child. A kind man and his wife gave her a loving home. He became her mentor and he taught her the ancient art of Takht Kabaddi. The art of fighting with books, pens and advanced acrobatics. Now, she uses her powers for good. She stands for justice, peace and education for all and fights against the forces of tyranny and ignorance.

Next scene is about a group of students going to school. One of them stops them because the signal is red for pedestrians. One of them says that they are getting late for school. Then, the first one says that "Better late than Never". Meanwhile the signal gets red for vehicles and green for pedestrians. However, they saw some Pajero not stopping at the red signal. Children make the car stop. Vadera comes out from the car and says that "Children, the signal is for regular people. We are always in a rush." Children say that, "traffic rules must be followed by

everyone. It's a good thing we always look before crossing the street. Thank goodness no one got hurt.”

Vadera replies that “I am Vadero Pajero, dear. I don't need to watch out for others. Others watch where we are going. I am the VIP, Very Important Pajero. The law is made for regular folks like you.

The next scene is set in the class where the teacher tells students that, Children, today we will discuss traffic laws. Students get surprised to know that there are laws even for traffic. Teacher tells them that they must always follow traffic rules when crossing the street. It is very important to keep care of this to avoid accidents. The students tell her that Vadero Pajero doesn't even believe in the law and calls himself a VIP. Teacher says that the law is equal for everyone. Next time while crossing the road, they again encounter a Vadero Pajero who again breaks the traffic rules and eventually a burka avenger arrives to teach him a lesson. As a result, the Pajero gets damaged.

Vadero becomes furious at this and he calls Baba Bandook to take revenge for him. Baba Bandook takes his Robot Pajero for a walk. During their ride, the robot Pajero gets out of the gas and it is CNG strike day. Baba Bandook orders his people to get CNG asap. They saw a rickshaw, and brutally beat the driver and got the CNG from there. Afterwards, they set towards Halwapur to have control over it. After reaching Halwapur they start destroying everything and start literally breaking the traffic signals. The children come in his way and he says that, “Now it's time to teach these kids a lesson as well” They call Burka Avengers for rescue. She arrives and teaches Baba Bandook a lesson and once again defeats the forces of tyranny and illiteracy.

## **Result and Discussion**

A Critical Discourse Analysis of the video selected from the animated series Quaid se Baatein checks the language used in it. In addition, it also explores how it constructs and reinforces certain perspectives. It emphasizes the role of government and the public in promoting good governance. This is depicted through the fictional scenario of a young girl Zainab who watches the news on TV and thinks about the social issue discussed in the news.

The animated video emphasizes that the public is not taking an active part in promoting good governance. This is depicted through the discussion between the reporter and the individuals that the reporter interviewed. People don't take interest in casting votes in elections as they don't realize the importance of their vote. Moreover, they don't pay their taxes and also don't hold the government's officers accountable for their corruption. This depicts the lack of engagement on

the part of the public and a barrier to the existence of good governance in society.

Quaid se Baatein criticizes the performance of the government and suggests that government officials should be held accountable for their wrong doings. The series emphasizes the need to include the public in decisions and policy-making procedures. Moreover, it also suggests that if the government fails to meet public expectations, it should be held accountable. This is how the importance of the collaborative effort by the government and the public has been emphasized. It emphasized the importance of active engagement of both to contribute to the betterment of society. It can be inferred from this series that the lack of engagement from the public and accountability from the government is a barrier to good governance.

The other animated series, Team Muhafiz shows a group of children work to fight against the drug mafia in Karachi. The animated video starts with a scene where a gangster 'Rawka' watches the news in which a member from the extortion group gets arrested. Later a man tells Rawka that their drug plan has been ruined by children. Then the video shows different scenes of drug dealing like students buying drugs from a beggar and two boys using ice. Zain and Raza are the members of Team Muhafiz. They try to educate others on the dangers of drugs. The team later infiltrates the drug operation and arrests the members of the mafia. However, Rawka, the leader of the operation, becomes angry and sends snipers to kill the team. The video ends with a sniper shooting one of the team members, Parinaaz, who was practicing goalkeeping in a hockey stadium.

Team Muhafiz is promoting good governance by taking action against illegal activities such as drug dealing and extortion in their community. They work to disturb and stop the drug mafia, which is an organized crime that harms individuals as well as the community as a whole. The Team Muhafiz educates others about the harms and dangers of drugs, and hence helps to prevent further drug use and addiction. Additionally, by working to bring criminals to justice, Team Muhafiz is promoting the rule of law and order in the community. They also are trying to bring positive change in the society by fighting against the people who are spreading drugs in the community. This will help in keeping society clean from such dangerous things and promoting a safe and healthy environment for everyone.

The story of an animated video series called "Burka Avengers vs. Giant Traffic Robot." centers around a character known as the Burka Avenger, who is a young woman who uses her powers of fighting with books, pens and advanced acrobatics to stand for justice, peace, and education for all. The episode begins by introducing the Burka Avenger and her home city, Halwapur. She tells a

tragic incident that left her orphaned as a child, but a kind man and his wife raised her.

As the episode progresses, a group of students confront a "Vadero Pajero" who breaks traffic laws and believes they don't apply to him as he considers himself as a "VIP". He is reminded by the students that traffic laws apply to everyone, not just the "regular folks." The teacher reinforces the importance of following traffic laws in the classroom, informing students that traffic laws are necessary in order to prevent accidents.

Next, we see a conflict between Baba Bandoon and Burka Avengers. Burka Avenger confronts Baba Bandoon and shows that standing up against tyranny and following the law is the key to freedom.

Baba Bandoon commands a giant traffic robot to destroy the city. Burka Avenger restores order in the city by fighting with the Baba Bandoon and the giant robot. To fight against the tyranny, she used the powers of advanced acrobatics, books and pens. The episode lays a strong emphasis on the importance of observing traffic laws and fighting against ignorance. The character of Burka Avenger is a role model for kids that encourages them to stand for what they think is right. Even if they are alone in their efforts towards good, they can still make a difference. Moreover, the use of pen and book while fighting with the Baba Bandoon highlights the importance of education. In addition, her knowledge and skills helped her fight against the giant robot. Hence, "Burka Avengers vs Giant Traffic Robot" is an action-packed story that teaches the lesson of fighting tyranny, educating kids and following the law.

**RQ<sub>1</sub>: What is the role of Pakistani Animated TV series in spreading awareness about the concept of responsible citizenship?**

The critical discourse analysis of the episode of Quaid se Baatein shows its role in promoting responsible citizenship and contributing towards good governance. Its episode 4 selected for examination shows a little girl Zainab watching a news story where a reporter educates the public about their role in the betterment of society.

This episode of Quaid se Baatein shows that it is important for both the government and public to work together to improve their society. Moreover, it also stresses upon the importance of citizens to take part in the policy and decision making process and hold the government accountable for its actions. The other animated TV show 'Team Muhafiz' serves to promote the importance of following the law, promoting good governance and contributing towards good governance. This is how it spreads awareness of responsible citizenship. Team Muhafiz is a group of children who in this episode take down the drug

mafia operating in Karachi.

This episode not only highlights the negative impact of drugs on individuals and on society, but also acknowledges the efforts of Team Muhafiz to stop these activities. This is how they exemplify themselves as responsible citizens. Hence, the Team encourages its audience that they can also serve their role towards the betterment of society while fighting against evil. This episode encourages individual efforts towards an improved society. The team promotes public health and safety by educating people about the negative aspects and dangers of drugs. The efforts of Team Muhafiz to bring criminals to justice while realizing the importance of law and order in the society serve as an example of civic engagement and responsible citizenship. Hence, this series is an effective tool to inspire children to take responsibility upon themselves.

The third animated TV series selected to analyze is 'Burka Avengers vs giant traffic robot' also contains lessons that promote responsible citizenship. Burka avengers fights against ignorance and tyranny, and promotes education through action-packed storylines. In this episode, Burka Avenger shows that even if a single person stands up against what is wrong, it can have a meaningful impact on society. Burka Avenger defeats Baba Bandoon through her knowledge and skills thus stressing upon the importance of education to remove evil from society.

Throughout the episode, Burka avenger serves as an example of a responsible citizen by following traffic laws, valuing education and fighting against ignorance and tyranny. Overall, Pakistani animated TV series are observed to contain themes that promote the values of responsible citizens among their viewers.

**RQ<sub>2</sub>: Is the concept of responsible citizenship presented in Pakistani animated TV series linked with good governance?**

The discourse analysis of Pakistani animated TV series shows that it is important for the government to include the public in the policy making and decision making processes. Moreover, it also emphasizes the need to hold the government accountable if it fails to meet public expectations. All the three animated series show that individual citizens can make a difference if they aim at bringing positive change in the society. The characters in these series serve as role models of responsible citizens and inspire viewers to be actively involved in bringing about good governance in society.

The series also contains themes to promote education and fight against poverty and drugs by showing how these issues can negatively impact the society and how addressing them is essential to promote good governance. By standing

against injustice and working to bring positive change, even an individual person can contribute towards a better society.

The concept of responsible citizenship depicted in the selected animated TV series is linked with good governance through message, themes and character. These series teach children and other viewers that they should actively engage themselves in making a difference in the society and promoting good governance. Hence, these animated TV series should be promoted to create awareness among its audience and to make them responsible citizens.

## **Conclusion**

The critical discourse analysis of one episode from each of three selected Pakistani animated series suggests a prominence of the concept of good governance in these series. The analysis shows that the characters in these series like a group of females in the Burka Avengers, Team Muhafiz and the character of Quaid promote the values of good governance. The characters fight against illegal activities prevailing in their societies like extortion and drug mafia. They bring criminals to justice thus helping in the promotion of law and order in the community. The lessons taught in these series revolve around the themes of justice, peace and education for all and the dangers of drugs. In addition to highlighting the responsibility of the government towards a better society, it motivates the public to engage in activities that promote good governance.

It further implies that the lack of engagement and accountability from both parties is a barrier to good governance. Social issues like drugs, poverty, education and related themes have been presented in these animated series. These themes, if addressed properly can contribute towards the promotion of good governance. The characters of these animated series serve as role models to inspire viewers to become responsible citizens by more actively engaging in the practices that promote good governance. The Pakistani animated TV series can help spread awareness among children on the concept of good governance and hence can serve as an inspiration to help them become responsible citizens in future.

## **Limitations**

1. Study is only limited to TV series that don't include animated movies of Pakistan.
2. Research only involved 3D animated TV shows, not 2D.
3. This study chose only 3 Animated TV series while we have some other animated series as well like Bankey Mian ki Qawali, Dettol Warrior & Milkateers.

### **Recommendations**

This is the first step to open the door of research in this domain so there is a really big space for mass communication & political Science researchers to explore this field as animated content is grabbing a really important place in communication & awareness to the masses. A few suggestions are here.

1. Comparative analyses of Pakistani animated series & Indian Animated series to bring political awareness.
2. Development of political sense in youth through Pakistani Animated TV series.
3. Portrayal of Pakistani Politicians by Local Animated TV series.

### **Ethical considerations**

This research has been conducted through critical discourse analysis of already produced animated TV series which are publicly available for study so no ethical restriction existed to proceed with this investigation.



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