

## EXAMINING UNIVERSAL VALUES IN TERMS OF CARTOONS

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### Abstract

It is known that the transfer of universal values has a significant place in providing the continuity of a society. It is highly important that children learn these values as from early ages. One way of teaching these concepts to children can be thought to be the cartoons. From this point of view, the purpose of the research is to identify the cartoons mostly watched by the preschool and primary school period children and determine to what extent these cartoons involve universal values. In the study, in which the method of content analysis was used among qualitative research techniques, the cartoons mostly watched by the children studying at preschools and primary schools affiliated with Çankırı Provincial Directorate for National Education were identified and analyzed. "Semi-Structured Interview Form" and "Content Analysis Form" were used in the study. It was concluded as a result of the study that the cartoons "Kelođlan, Pepee, Ege ile Gaga, Scooby Doo, Niloya, İstanbul Muhafızları, Köstebekgiller, Canım Kardeřim" were the most frequently watched ones and these cartoons emphasized the values of cooperation, friendship, and respect most frequently. Based on these results, it can be suggested to reorganize the universal values in the cartoons in such a way to include all the universal values.

**Keywords:** Value, universal value, cartoon.