



Cultural Acceptance of ELT books' Cartoon Characters Among Iranian Children

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Abstract

This investigation was conducted with the intention of possibly recognizing the acceptance or non-acceptance of cartoon characters among Iranian children. These cartoon characters are widely used in the ELT children book series designed by overseas publishers. In most of these book series, different characters with different specifications are used to make English language learning more interesting. However, cultural differences can be a source of communication breakdown even among children and cartoon characters which are used to motivate them in the process of language learning. Hence the questions which occupy the mind of the researcher can be worded: Are the available cartoon characters accepted by Iranian children? And which characters are more interesting to them? In other words, the purpose of the study has been to determine the acceptance or non-acceptance of these cartoon characters by the Iranian children, the characters which are rooted in the western and overseas cultures. The target population of the research included the five to ten year old children who started learning English at English language schools in Tehran. A sample of 100 Iranian children was selected based on the multistage random sampling, and each of them was given an interview designed to gather as objective data as possible. The research has been conducted based on a descriptive study, and resulted in the existence of significant non-acceptance of the available cartoon characters by the Iranian five to ten year old children. In conclusion, the investigation can pave the way to support the idea that English language books should be designed properly for different cultural areas based on their own cultural values or at least based on the adopted cultural values.