**ABSTRACT**

Television has become a member of every Indian family. Most of the children are eagerly watching cartoon programs on television. This is a subject of research that how television educates the children about various aspect of life and what are the impacts of cartoon programs on children. This study is used to know about children’s interest on type of cartoon and favourite channels and analyzing the parental perception towards children viewing cartoon. This research indicates the positive and negative attitude of rural children towards various aspects of cartoon programs.