

Gratuitous vs. Non-Gratuitous Violence

Sometimes gratuitous violence is hidden in cartoons or animation. Critics often overlook violence in cartoons without thinking. Children are highly affected by violent programs, which might make them act in aggressive ways, make them less sensitive to violent acts, or make them less sensitive to the suffering of others.

To figure out if a program contains gratuitous violence, look at:

1. how the characters treat each other,
2. the types of weapons used,
3. what injury or pain is caused,
4. whether or not there are “cool villains,”
5. whether or not the violence is “funny,”
6. and how any conflict is solved.

Ask:

- Does the violence help to get across a message or is it just blood, gore and guts?

If a program contains more violence than you believe necessary to tell the story, then you would not give it a KIDS FIRST! endorsement.