

Abstract

One of the subjects which form the imagination of children from their childhood period & the concept of a child is watching animation films. Such films give children a notion about their physical posture, behavior, living and family relations. The worldviews presented about children is not something incidental and they are coded in a special way.

The purpose of this research is a semiotic analysis on the patterns of representing children in animation films. To achieve this by using a semiotic methodology, a survey is done on a 9\ episodes of ten minutes from a TV Animation series: "Children of Golha Residents", which was on air during ۲۰۱۶ - ۲۰۱۷ from Pooya TV network. All the episodes have been watched and analyzed accordingly. The findings of the research show that the series face a kind of representation intermingled with "Good", from the childhood era. The children's personality is not represented as their own age in the series and they seem to be more mature. Such representation patterns are categorized in modern discourse. As a result, the series is opting to introduce a pattern of childhood era according to "Modern" discourse.