

The 'Peppa Pig effect'



You've heard of the butterfly effect – now there's the 'Peppa Pig effect'. The Channel 5 cartoon follows the adventures of female pig Peppa and her family who live in a town full of other animal families. It first aired in 2004 and airs in the USA on Nickelodeon and Nick Jr. Peppa speaks with a slow-paced, some might say, cute middle-England accent and the impact of her speech has clearly rubbed off on youngsters across the Atlantic.

Mike Lupa said on Twitter: 'Anyone else's kids developing a slight British accent after watching Peppa Pig? She is also snorting like a piggy, but that is expected.' Meanwhile mother@_fragilebxnes said: 'I'd like to thank Peppa Pig for the slight yet adorable British accent my toddler is acquiring. #mum #mummy.'

The response has actually been quite positive from our American cousins who have also noticed Peppa's occasional snorting being made by their youngsters when they speak. Dr Emma Byrne, who is the author of *Swearing is Good for You: The Amazing Science of Bad Language*, told the millennial mums' website Romper, that the snorting is actually 'really smart' and would be the toddler equivalent of using swear words or expressing emotions. But she did say the children would eventually grow out of it.

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