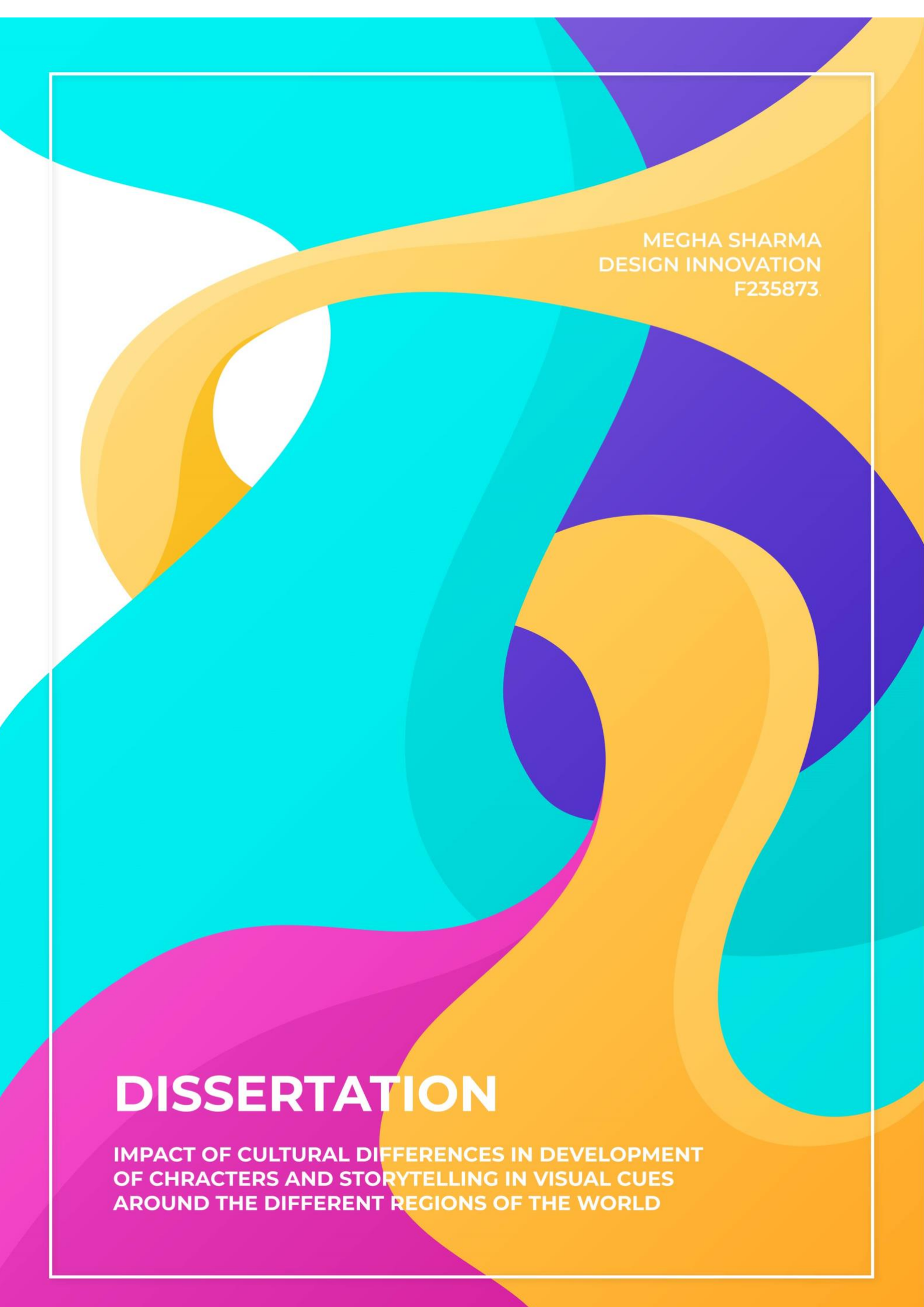




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DISSERTATION

IMPACT OF CULTURAL DIFFERENCES IN DEVELOPMENT
OF CHARACTERS AND STORYTELLING IN VISUAL CUES
AROUND THE DIFFERENT REGIONS OF THE WORLD

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EXECUTIVE SUMMARY

The investigator's **objective** is to learn more about how different cultures influence the global production and depiction of characters and narratives in visual media. This objective entails assessing how various cultural elements, such as ideas, convictions, customs, and social mores, affect and transform characters and stories in various situations. Understanding the complex connections between cultural diversity and the creative processes involved in character and narrative creation in visual media is essential for improving comprehension of cross-cultural communication and representation in this dynamic industry.

Methodology: A greater comprehension was attained by the researcher through thorough observation of the production and consumption of visual media as well as a deeper cultural background study. An in-depth analysis of the study framework was created. To further explain this, the author covered the research design, strategy, data collection methodology, data analysis techniques, and ethical concerns. These methods and resources were employed to uncover the answers to the study's questions. In this study, the researcher has opted to analyse qualitative research. The use of semi-structured interviews as a data collection technique is one example. Additional data has been gathered from digital platforms in addition to the initial data collection. The entire data-collection process also adhered to ethical norms.

Results and Discussion: Through a close examination of the creation and consumption of visual media as well as a more thorough examination of cultural background, the researcher was able to get a more insightful understanding. A comprehensive overview of the research framework was produced. The author discussed the research design, strategy, data collection methods, data analysis methodologies, and ethical considerations to further clarify this. To get the answers to the study's questions, these techniques and sources were used. The researcher chose to assess qualitative research for this study. One illustration is the use of semi-structured interviews as a method of collecting data. In addition to the original data collection, more information has been obtained through online methods.

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1. INTRODUCTION

1.1 RESEARCH BACKGROUND AND SIGNIFICANCE

Cultural diversity across the world stimulates the development of characters and stories in the visual arts. As visual media, such as films, television programmes, cartoons, and video games, continue to cross boundaries and appeal to a worldwide audience, it is of greater significance than ever to comprehend the implications of cultural diversity on character depiction and narrative structure. The various facets of cultural variety that have a significant influence on the aesthetic choices made by media producers include language, customs, values, beliefs, traditions, historical events, and social structures. (Mirrlees,2013). Characters are crucial to visual storytelling because they are a medium through which stories grow and themes are explored. These characters exhibit the beliefs, traditions, and identities of the civilizations from which they originated.

Whether the characters are the austere samurai in Japanese cinema, the rugged cowboy in American Westerns, or the bright and enchanting characters in Indian Bollywood films, cultural oddities influence their qualities, appearance, behaviours, motives, and relationships. Therefore, developing characters requires careful study that balances cultural considerations with the aesthetic objectives of media producers. (Aguado,2020)

The craft of storytelling itself is closely related to societal problems, cultural customs, and heritage. Diverse geographical places have narrative patterns, iconic tales, and themes that represent their own perspectives on culture. Whether it is the investigation of family relationships and integrity in Asian dramas, the stress on independence and personal development in American stories, or the satire on caste and gender in Indian movies, storytelling decisions are influenced by cultural ideas and prior experiences. As a result, cultural differences provide representations that give a feeling of authenticity and relatability to some audiences.

Cultural variations also appear in the visual aesthetics of media. Cultural preferences, traditional themes, and historical art forms influence regional variations in creative trends, colour schemes, costume designs, and set decorations. These visual elements improve the immersive narrative experience overall by triggering emotionally distinctive cultural responses. (Ross,2019). In addition, humour, social dynamics, and moral norms differ throughout nations, resulting in a wide range of comic techniques, character dynamics, and moral dilemmas in visual media. One culture's sense of humour or moral uprightness could not be shared by another. The cultural references and background that underlie these elements have an impact on character development and the

dynamics of storytelling, ensuring resonance and engagement with specific audiences.

This research project explores the intricate relationship between cultural diversity and visual storytelling. A significant technique for cultural interaction is visual media. Through the cultivation of empathy and comprehension of other perspectives, examining how cultural differences affect storytelling aids in bridging gaps in cross-cultural communication. A deeper comprehension of cultural influences may aid artists in developing characters and stories that appeal to certain target groups, enabling more engagement and enhancing the appeal of media products globally.

The significance of cultural disparities may be acknowledged, and creators may endeavour to depict diverse cultures precisely and favourably. This fosters greater social objectives of equal representation in the media. By enhancing knowledge in areas including media studies, cultural studies, communication, and anthropology, this study adds to the academic discussion. It gives perceptions on how culture influences narratives and creative processes. (Barthes,1975) Understanding cultural influences is essential for media organisations looking to diversify their customer bases as media consumption becomes more and more global. The industry benefits from this research's successful content adaptation to many cultural situations. This research is extremely important for increasing cultural understanding, supporting responsible media portrayal, improving global communication, and enriching both academic and artistic endeavours around visual media.

1.2 RESEARCH AIM

Research Question: What influence do cultural variations have on the development of characters and storytelling in visual media across the world?

Description: Being an inquisitive designer from a different nation, my desire to become accustomed to the contemporary requirements of design and its surroundings in London has always piqued my interest. The question would be covered by my background work, provided the relevant, insightful study was conducted. The investigation of visual information, design decisions, and audience involvement with the characters in the narrative will additionally be discussed during this research.

1.3 OBJECTIVE

Researcher aims to investigate and comprehend how distinct cultures drive the creation and portrayal of characters and stories in visual media on a worldwide scale. This goal comprises evaluating how diverse cultural aspects, including ideas, values, traditions, and societal conventions, influence and change characters and narratives in varied contexts. To gain a greater understanding of cross-cultural communication and representation in this dynamic industry, it is essential to understand the intricate relationships between cultural diversity and the creative processes involved in character and story creation in visual media.

1.4 METHODOLOGY OUTLINE

The qualitative research framework was ideally appropriate for researching the research objectives. The primary research methodology will be qualitative research. To discover more about how cultural variations impact their work, in-depth interviews and observations with media graphic designers and creative directors from diverse regions were conducted. owing to the effect of cultural origins on their creative processes, character selections, and narrative choices. These interviews will result in the provision of meticulously qualitative data and personal renderings that will clarify the contribution of cultural variance to the development of visual media. The goal of the study would be achieved by using techniques to obtain thorough knowledge for the research, such as secondary data and observations using internet research.

A deeper understanding comes from intricately examining various cultural situations and attentively observing how visual media are produced and consumed. Through ethnographic research, the project will additionally acquire a deeper understanding of how cultural variations impact narrative techniques and character development. Furthermore, examining the same visual media material in several areas is another technique for conducting cross-cultural comparisons. This is accomplished by examining localised versions of characters from films and television shows and contrasting any translations, modifications, or adjustments made to account for cultural variations. We may assess these modifications to see how they affect character creation and narrative, eventually establishing the degree of cultural effect.

1.5 DISSERTATION STRUCTURE

There are six primary chapters throughout the entire dissertation. 'Literature review' is the focus of chapter two, which follows the preceding one. This will teach us about current research that has been done on the subject under investigation. The third chapter, "Methods," will provide a full overview of the approach and methodologies the researcher employed to conduct the investigation. The "Results and Analysis" will be explained in the fourth chapter. In the fifth chapter, which is titled "Discussion," the researcher will interpret the findings. The sixth chapter will finally touch on the "Conclusions".

2. LITERATURE REVIEW

2.1 INTRODUCTION

Through the evocation of indigenous emotional responses, visual elements play a vital role in crafting an immersive storytelling experience. A wide spectrum of comic techniques, character dynamics, and moral difficulties may be found in visual media because humour, social dynamics, and moral standards vary among nations. In one culture, something that could be funny or ethically right may not have the same effect in another. Character development and plot dynamics are influenced by these cultural connotations and contexts, which provide a strong connection and engagement with certain audiences.

“A cognitive structure and fictions have such a grip on the mind that the popular success of a genre or medium involving language is crucially dependent on its ability to tell stories. It is because knowledge was encoded as tales that it was effectively transmitted and remembered in oral societies; it is because of its narrative power that the novel emerged as the dominant literary genre of the nineteenth and twentieth centuries; and it is because it gave new narrative dimensions to the novel and to the theatre that cinema became ‘the art of the twentieth century’” (Ryan, 2002).

Cultural differences greatly impact how characters and stories evolve in visual media. Geographical differences and the medium employed have an impact on these variables, which affect character features, story choices, themes, images, and audience response. It's significant to highlight that cultural fusion and reinterpretations in media have also been facilitated by globalisation. Creators of visual media must strike a balance between maintaining regional authenticity and appealing to a global audience, leading to the use of storytelling strategies that combine local and international elements. The dynamic interplay between cultural variety and globalised narrative practises in visual media will be explored in more detail.

2.2 DEFINITION AND SIGNIFICANCE OF CHARACTER DESIGN AND STORYTELLING

STORYTELLING: The art and practise of telling a story involve expressing a series of events or a narrative through speech, writing, or graphics. It is an essential form of human interaction that has been used for ages to transmit

information, exchange stories, amuse others, and arouse emotions. The essence of storytelling is the orderly and engaging presentation of a sequence of events or information, frequently having a distinct beginning, middle, and finish.

A well-written tale normally has five main components: characters, setting, plot, conflict, and resolution. Together, these elements draw in the audience and engage them in the tale, enabling them to relate to it on an intellectual and emotional level.

The art of storytelling is incredibly important in various aspects of human existence, society, and culture. Its influence spans several fields, making it an essential and valuable instrument for understanding and communication. In broad terms, storytelling is a key component of human communication and is extremely important in forming attitudes, values, and actions. Its importance rests in its capacity to cut through generations, cultures, and backgrounds, making it a timeless and universal form of expression. (Mankekar, 1999)

CHARACTER DESIGN: Character design is the process used to create the aesthetic and conceptual elements of fictional or non-fictional characters for a variety of media, including comic books, video games, movies, TV series, cartoons, and more. It is an essential component of storytelling and visual communication because compelling characters may have a profound emotional impact on audiences and enhance the entire plot. Character design requires a blend of creative talent, originality, and knowledge of the character's nature, history, and function in the narrative. Designers hope to convey the character's traits, emotions, and motivations through the character's appearance, costume, body language, and facial expressions. (van Rooij, 2019)

Well-made characters have the power to enthrall viewers and leave a lasting impression. A captivating character design may captivate readers and arouse their desire to engage in the plot and the setting in which the character lives. Emotional Connection: Characters with relevant qualities, feelings, and difficulties can help the viewer feel a connection to them. Viewers may get more engaged in the narrative and the journey of the characters because of this connection. (Wang et al., 2019)

In summary, character design is a vital component of different types of entertainment and media since it is essential for narrative, marketing, and creative expression.

2.3 IMPACTS OF CULTURAL DIFFERENCES IN DEVELOPMENT OF CHARACTER DESIGN AND STORYTELLING

In terms of media studies, it appears that things have altered during the past few years. We all know that in the past, viewers of television were viewed as passive consumers, to whom events happened because of the magical abilities of television. Audiences only see what they want to see since a message (or show) is a creation rather than just a window onto the outside world. The directive closures encoded in the message are signifying mechanisms that favour some meanings—even one privileged interpretation—and suppress others, even though the message is not an object with a single genuine meaning. Depending on the context of the association, the message is susceptible to taking on numerous meanings. (Morley, 1992). The issue of cultural significance and how various cultures affect media consumption and perception are both explored in Morley's work. This paradigm may be used to examine how characters and stories are accepted across cultural boundaries while considering how audience perceptions are influenced by cultural differences.

Media for entertainment has a significant role in many local, national, and world cultures, in addition to being a crucial component of the political and economic systems of many nations. (Mirrlees & Wetter, 2013). *TV shows and films intersect with, represent, and may even influence entire "ways of life." The term "culture" is used by anthropologists to describe the "whole way of life" of a group of people. In many countries, entertainment media is a significant part of "culture": a complex of artifacts, "values, customs, beliefs and practices which constitute the way of life of a specific group" of people at a particular moment in time (Eagleton 2000: 34). A "whole way of life" includes the artifacts, customs, beliefs and ideas, and practices of a specific society, passed down from generation to generation (by industries, governments, legal systems, media and communication systems, religious institutions, families, and schools), which bind different and often geographically disparate people together, as one group. (Mirrlees & Wetter, 2013).*

TV shows and movies are cultural artefacts created by individuals working under a complicated labour division. But why are films and television shows made? These and other forms of entertainment media were undoubtedly not developed to fulfil essential human needs. On the contrary, entertainment media is created to satisfy several culturally based needs as well as the business objectives of media corporations. *Glee* (2009-2015), episodes are not necessary for people to live. However, many individuals are interested in watching *Glee* and taking part in its online fandoms. When viewers quit viewing films like *Toy Story 3* (2010),

they do not perish. If they are denied access to food and water, they will starve. Media corporations, not people's necessities, have a strong effect on cultural expectations, desires, and passions for entertainment media. It's interesting how many people believe they can't exist without films and TV shows. In addition to being used by viewers to relax after a long day at work, envision or empathise with the lives of others, or let go of suppressed emotions, media goods also include symbols that reveal something about societies.

Author Jane Pilling stated that animation had changed over time and was now “*a no-go area for most film critics*”. (Pilling, 1999). Nearly three decades later, the reverse is true: the public cinema debate is a major source of interest for animated media. Animation has evolved into a useful theme and instrument for public-facing film reviews because of regularly appearing as a subject of public cinema critique. Professionals, reviewers, and lovers of animation frequently debate it in forums for films as well as in magazines devoted to the subject.

The rise of globalisation has always been driven by the media, even though in recent centuries the "West" has benefited greatly from an uneven interchange of knowledge and power. Because of the intricacy of these intersections, it is necessary to use a variety of perspectives to comprehend how media affects gender globally and locally and to take appropriate action. The sociohistorical contexts of a late 20th-century India that was becoming more acquisitive and competitive as it negotiated its national identity and relationship with the rest of the world through television. The role emotion plays in creating viewers' conflicting subjective experiences. Compliance and resistance can coexist in the audience's involvement with televisual texts since emotion has various social origins. Both communal memory and memory erasure are impacted by these emotions. (Mankekar, 1999).

2.4 LITERATURE REVIEW ON CHARACTERS (MOWGLI & ROBIN HOOD) *

The personification of cultural difference in Mowgli's character sheds light on the dynamic relationship between cultural diversity and storytelling. The journey of Mowgli from human society to the animal world illustrates themes of cultural fusion and identity development. Interactions between Mowgli and anthropomorphized animals emphasise cross-cultural interactions and the negotiation of identity in various circumstances. (Barker & Galasiński, 2001). However, as a clever fox in the Disney film, Robin Hood develops into an intriguing case study of cultural reinvention. And how the legend of Robin Hood crosses cultural barriers, changing to local stories while preserving the fundamental principles of justice and resistance against injustice. This exhibits how cultural differences enhance narrative by considering various historical and

sociological circumstances. (Mirrlees, 2013). It becomes clear that Mowgli and Robin Hood are used as cultural translation tools. Their symbolic acts and roles are modified to appeal to audiences from various cultural backgrounds, maintaining the central themes while considering regional values and peculiarities. (Bery, 2007). Cultural barriers are irrelevant to these characters. Despite having different cultural origins and societal settings, Robin Hood and Mowgli end up serving as global cultural ambassadors.

In conclusion, the 1990s adaptations of Mowgli and Robin Hood constitute a powerful example of how cultural variations profoundly affect character creation and narrative. Through subtle adjustments, scholars have documented how these individuals negotiate cultural interactions, modify identities, and overcome cultural boundaries. Their works serve as examples of how universal characters can embrace and represent a variety of cultural perspectives.

3. METHODS

3.1 INTRODUCTION

The goal of this section is to provide a detailed description of the research framework. Here, we'll go over the techniques and resources we employed to identify the solutions to the research questions. The following aspects will be covered by the author to explain this: the research design, strategy, data collection techniques, data analysis techniques, and ethical considerations. The author will provide a summary of all the opportunities and constraints discussed during the data-gathering process as the chapter concludes.

3.2 RESEARCH DESIGN

It is essential to establish the research's framework for the purpose of illustrating the connection between the research topic, data collection, and outcomes. The goal of the study is to identify the knowledge-action gap, which is how cultural differences affect the creation of characters and storytelling in visual media across the world. The author has taken this methodological approach into consideration. Based on both the primary and secondary data gathered throughout the research, this research study will be defined as exploratory as well as explanatory according to its structure.

3.3 RESEARCH STRATEGY

The methodology that will be applied to the research project is called a research strategy. The study's procedure provides a justification and philosophical hypothesis. The study objectives were effectively investigated by employing the qualitative research framework. Qualitative research will be the main research approach. In-depth interviews and observations with media graphic designers and creative directors from various locations were done to understand more about how cultural differences affect their work. These interviews have produced thorough qualitative data as well as individual renderings that help explain how cultural diversity has influenced the creation of visual media. By applying methods to gather comprehensive knowledge for the study, such as secondary data and observations made via internet research, the study's objective is attained.

3.4 METHODS OF DATA COLLECTION

There are two main classifications for the data acquisition method. Two types of information are available: primary and secondary. As the name implies, the researcher used the suggested design study methodologies to gather primary data

for the first time. Secondary data refers to information that has already been collected or is pre-documented and is available online, in physical books, and in journal papers. While secondary data is not as recent as primary data, it is. Because of this, the author employed both the data-gathering procedure and the research question to support her points of view.

Online, in-depth interviews were conducted using Zoom meetings and other social media sites. The designers shared their viewpoints on the relevant subject based on their work history and views. Nevertheless, practically all designers use the same method for conveying stories. In terms of creativity and idea generation, each of them works in a unique way. But in the end, they always opt to adhere to the client's instructions. The researcher had a fantastic chance to investigate the paradigms underlying the formation and operation of the entire process.

The study of cultural variances in the creation of characters and storytelling in visual media around the globe relied primarily on secondary data. It has given important background knowledge, historical details, and current scholarly viewpoints on the subject. The researcher has been able to learn more about how character design and narrative techniques have changed through time in many cultures thanks to secondary materials such as scholarly publications, books, and reports. Additionally, these sources provided a variety of perspectives, which increased the research's depth and thoroughness. The author was able to establish a solid framework for the research, uncover relevant structure, and develop more well-informed hypotheses and findings in this layered topic of study by utilising the abundance of existing information and analysis found in secondary sources.

Researcher gained a better understanding of how cultural differences affect narrative strategies and character development through ethnographic research. Another method for making cross-cultural comparisons is to examine the same visual media content in several contexts. This is done by comparing any translations, alterations, or adjustments made to accommodate cultural differences between localised versions of characters from films and television series. The evaluation of these changes to determine how they impact the development of characters, and the story ultimately determines the extent of the cultural impact.

3.5 ETHICAL CONSIDERATION

The researcher conducted the entire investigation in accordance with ethical standards. The interviewers received a promise that the data they acquired would be handled with the utmost secrecy and anonymity. The full data set was safely preserved. The researcher disclosed the details of the interview, provided a brief

overview of the subject, and obtained permission from each participant to use their expertise as data for this study.

3.5 SUMMARY

Researcher got the deeper analysis of diverse cultural contexts and careful observation of the creation and consumption of visual media lead to a deeper understanding. A comprehensive overview of the study framework was produced as a summary of this chapter. The techniques and resources that were used to find the answers to the study questions the research design, strategy, data collection methodologies, data analysis techniques, and ethical issues were all discussed by the author to clarify this. The researcher has chosen to analyse qualitative research in this study. Semi-structured interviews are one method that has been used to obtain data. In addition to the original data collection, supplementary data has also been collected from digital platforms. Additionally, the whole data-collection method complied with ethical standards.

4. RESULTS AND ANALYSIS

4.1 INTRODUCTION

According to the research framework, investigator have thoroughly covered the findings from the study methods in this chapter. The researcher has the primary study objectives, as stated in the introductory chapter. To begin addressing this, the researcher discussed the results of the interviews with the five graphic designers to examine the results. The second point is the impact of cultural differences in the development of characters and storytelling in visual media across different regions of the world. Thirdly, the author has indicated the outcomes of the knowledge and action gaps using secondary data.

4.2 INTERVIEWS WITH THE DESIGNERS

The designers were interviewed by the researcher. Four sets of questions were posed to them were as follows:

1. What was the procedure you used to create the characters?
2. What is your strategy, and how do you respond to it? As an artist, do you adhere to the guidelines or inject a little of your own flair?
3. What are the three most crucial elements to keep in mind when conducting research to better understand the character?
4. What effects have you seen cultural variations have on the creation of characters and narratives? And What impact has Disney's 2D iconic stories made on you as a designer?

The author got some compelling feedback, which has been explained here.

4.2.1 PROCEDURE USED TO CREATE THE CHARACTERS

The researcher discovers that character and a brief investigation are the first steps in gathering the material. Finding the form of the character is greatly aided by the minor characteristics. When they do research, the layers of **colour**, **clothing**, **mood**, and **space**—as well as, critically, when they approach design—unfold as a narrative. Once the designer has captured the character's precise modulation on paper or in a drawing, the shape of the figure begins to take on a more identifiable form that evokes emotion.

4.2.2 STRATEGY TO RESPOND

Their approach is slightly hybrid, meaning they work on the brief **99%** of the time while making sure that **1%** of it is their own, whether it be a design or thought that also pertains to me as a client. As the story is entirely based on the brief, adhering to it is crucial. However, during the creative process, characters occasionally alter their storytelling approaches, so offering fresh ideas or suggestions to improve the character's technique will also improve your overall approach to the given brief, which you will spend countless hours maintaining. Design is all about relatability; therefore, occasionally you may criticise it and see it from the outside to experience it more deeply.

4.2.3 MOST CRUCIAL ELEMENTS TO KEEP IN MIND WHEN CONDUCTING RESEARCH

The three foundations of character or story design that must always be in mind are **silhouette, palette, and exaggeration**. When you remove the **colour and clothing**, all that is left is the character's plain black outline. Let's anticipate that when it is uncluttered, it is like an artboard that you can manipulate. A character must be recognised, which is what an outline accomplishes to familiarise it. A **palette** is used to describe the colour scheme of the character design; to achieve that, you must be precise and picky. The main goal is to make the character colourful without trying to set it apart from the others in the narrative by being glitchy or hierarchical. Which could be extremely distracting and potentially dangerous since it may stand out in an inappropriate way. **Exaggeration** is used to elicit emotional and psychological reactions from the audience towards a character by emphasising certain traits.

4.2.4 EFFECTS OF CULTURAL VARIATIONS ON THE CREATION OF CHARACTERS AND NARRATIVES

There are several controversial figures in front of us in 2023. The character's **accent, colour, form, dress, ethnicity, and gender** have all altered significantly from the beginning to the present. Because we are the protagonists for them and they portray our lives with twists and turns, including superpowers, storytelling is much more genuine and straightforward now that the characters are more approachable and can readily empathise with us as human beings. It's really empowering to observe how one on-screen figure can have such a profound effect by connecting it to you and the tale that you could experience on every step of

your daily trip. The most recent instance is the movie "**Barbie**" and how much delight it provided in the past, yet in the movie, the character of Barbie, who is dealing with regular tasks, is so incongruous. Fantastic indications that a character is encouraged to participate in the actual world at the end may be seen in the pitch between the Barbie world and the human world.

The target demographic will figure out if cultural variations are appropriate. If it is intended for a specific audience, it is important to understand the nuances of culture and, more importantly, to make sure that nothing will offend them. 2D iconic animated characters are a great way of communicating complicated ideas in an easy-to-understand plot. Iconic characters are much more than great drawings. They are given personalities and details that make them iconic and serve as the vehicle for a story. This is the goal of character design. That same goes for graphic design, where one works on a story that is raw and gives an identity that people can relate to, and over the years, it's been incredibly challenging creatively and beyond the impact on young minds.

4.3 RESEARCH SIGNIFICANCE

Understanding and Sensitivity to Culture. Study analyses the complex interplay between cultural diversity and visual storytelling. Movie creators should become more culturally aware and avoid stereotypes and misrepresentations that could reinforce cultural prejudices by learning how different cultures affect character development and narrative choices.

Improved Intercultural Communication: Visual media is an effective instrument for communicating across cultures. Through the promotion of understanding and empathy for other viewpoints, examining how cultural differences affect storytelling aids in bridging gaps in cross-cultural communication.

Audience Engagement and Global Appeal: By enabling producers to design characters and plots to resonate with certain target groups, a deeper awareness of cultural influences may create higher engagement and increase the appeal of media material globally. Authentic and good depictions of other cultures may be achieved by creators if they are aware of the effects of cultural differences. This advances greater social objectives of diversity and equality in the media.

Academic Enrichment: By enhancing knowledge in areas like media studies, cultural studies, communication, and anthropology, this study adds to the body of knowledge in the academic community. It gives perceptions of how culture influences narratives and creative processes.

Media industry adaptation: As media consumption becomes more universal, media organisations looking to broaden their reach into other areas must comprehend cultural impacts. The industry capitalises on this research's successful content adaptation to many cultural situations.

Identity and Cultural Exchange: It reveals how various cultures use storytelling to maintain, modify, and express their identities. subsequently exposes how people and tales are vehicles for communicating cultural heritage and modern expressions.

Creative Innovation: By acknowledging the impact of cultural differences, producers can get inspiration from a variety of sources, resulting in original narratives that subvert conventions and improve storytelling approaches.

Discussions regarding the ethical obligations of media producers while depicting other cultures are prompted by the research. It motivates the sector to defend moral principles and advance cross-cultural understanding.

ANALYSING DIFFERENCES BETWEEN CHARACTER DESIGN AND STORYTELLING:

	Character Design	Storytelling
Definition	Character design is the process of establishing a character's conceptual and visual characteristics. It entails creating their entire visual depiction as well as their look, personality, and qualities.	On the other hand, storytelling is the skill of using words, pictures, or other types of media to transmit a narrative or a sequence of events. It includes the story's overarching storyline, setting, character relationships, and structural elements.
Focus	The particulars of characters, their histories, personas, and how they are visually portrayed to the audience are the emphasis of character design.	The greater scope of the narrative, the growth of the plot, the character arcs, and the overall point of view or theme of the story are all important aspects of storytelling.
Purpose	Character design's aim is to produce aesthetically appealing, engaging characters that connect with the audience and improve the narrative.	The goal of storytelling is to captivate an audience, take them on a trip, stimulate emotions, and provide them with a memorable or pleasant experience.

Process	Conceptualising, illustrating, refining, and finalising the characters' aesthetic features are all parts of character design.	To create a good story, you must methodically organise the events, develop the characters within the overall structure of the story, introduce conflict, and conclude it.
Interconnection	The process of conveying a tale is significantly impacted by effective character design. The impact of a story gets enhanced, and the audience's emotional connections can be strengthened by using well-designed characters with unique personalities and appearances.	The characters possess a meaningful context due to a well-structured and compelling story. It enables them to grow, overcome difficulties, and display their special features and qualities through their deeds and decisions.
Mediums of Expression	Character design usually takes on a visual form in visual media, including cartoons, video games, movies, and drawings.	Storytelling takes on many different forms, such as oral storytelling, written tales, visual storytelling in movies or comic books, interactive storytelling in video games, and more.

4.4 ANALYSIS FOR 2D ANIMATED NARRATIVES BY DISNEY

Disney's 2D animated films can potentially be researched by looking at a variety of elements, such as their themes, storyline, character development, animation style, and cultural effect. Here is a list of crucial factors to consider while examining Disney's 2D animated films:

1. Storytelling and Plot:

- Researcher assessed the setup, conflict, climax, and resolution of the story's narrative structure. Disney frequently employs traditional narrative techniques.
- Determined the film's main topics. Disney films frequently tackle themes like love, friendship, bravery, and personal development.
- Observed how characters change and grow throughout the narrative. Kept in mind how their intentions, deeds, and development impacted the story.

2. Character Development:

- The author analysed the plot's key characters and their supporting cast to identify the protagonists and antagonists. Ponder their character arcs, strengths, and flaws. Assessed the significance of the supporting characters and their contributions to the narrative.
- Considered how each character's look and personality are reflected in their overall visual design.

3. Animation and Visual Style:

- Examined the animation methods, colour scheme, and art style that were employed in the production. Thought about how these decisions improve the narrative.
- Analysed the film's use of visual effects and innovative animation techniques. Disney frequently went beyond the bounds of conventional animation.

4. Music and Soundtrack:

- The author become acquainted with how songs are used in Disney's 2D animated films. Songs frequently express feelings, promote the story, and help in character development.
- Also, assessed the soundtrack of the movie and how it affects the mood and emotional effects.

5. Cultural Context:

- The author devoted attention to how the picture incorporates cultural components. Disney films frequently use different cultures as sources of creativity and narrative. In addition, the researcher looked at the time frame in which the movie was made. The Great Depression and the lead-up to World War II had an impact on the socio-political context of Disney's early films, such as "Snow White and the Seven Dwarfs" (1937).

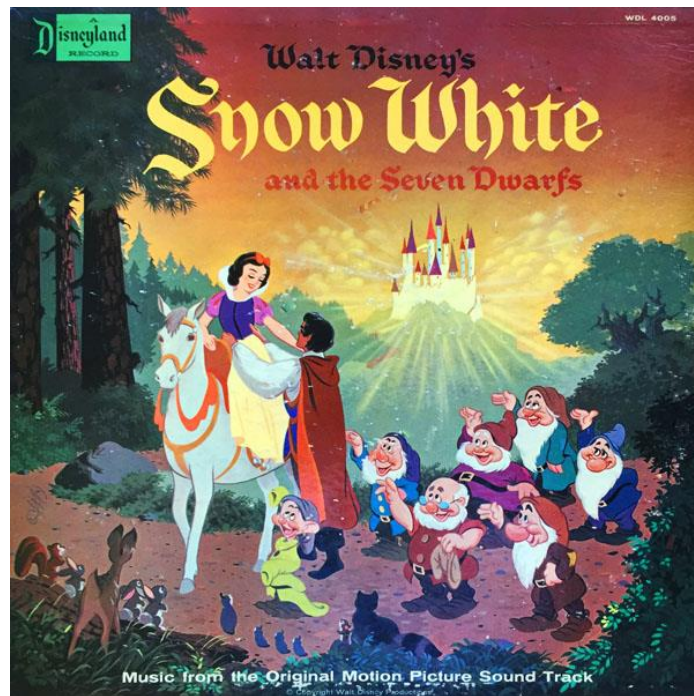


Figure 1: Ehrbar,G. (2016). **Walt Disney's Snow White and The Seven Dwarfs**. [image] Available from <https://cartoonresearch.com/index.php/disneys-snow-white-and-the-seven-soundtrack-albums/> [Accessed 01 September 2023].

- However, it was considered the time's dominant cultural norms and values. For instance, conventional gender roles and the desire for social mobility are major topics in "Cinderella" (1950), which represent societal beliefs of the post-World War II era.

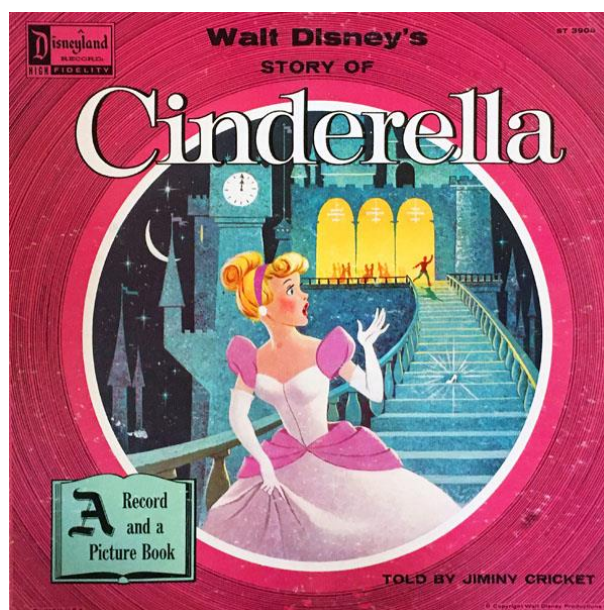


Figure 2: Ehrbar,G. (2020). **Walt Disney's Story of CINDERELLA**. [image] Available from <https://cartoonresearch.com/index.php/the-tale-of-disneys-cinderella-storyteller-albums/> [Accessed 01 September 2023].

- Disney frequently finds inspiration in many civilizations. The author researched how the story, characters, music, and visual style of the movie blend influences from many civilizations. For instance, African culture had a significant effect on "The Lion King" (1994). Furthermore, it contemplates the status of animation technology at the time the movie was being made. Disney films frequently incorporate visual styles and storytelling strategies that are influenced by technological developments. understood any censorship or moral principles in effect at the time the movie was released.
- The study considered the anticipated viewing audience for the movie. Disney has created films for both young and old audiences, and knowing who the target audience is may help inform storytelling decisions.

The author later realised whether political or global events impacted the storyline or character motives in the movie. For instance, themes of gender roles and Chinese national identity might be related to "Mulan" (1998).

analysis of the reception of the movie in various cultural contexts Disney films frequently appeal to a global audience, and studying how they are received in other nations can offer insights into cross-cultural interpretations.

The representation of people and topics in Disney films has changed over time in reaction to shifting cultural attitudes, as the author also explained. For insight into changes in cultural representation, the author observed the contrast between older films and more contemporary ones.

6. Impact and Legacy:

- The movie's response at release and its enduring popularity. It demonstrates how it connected with viewers across generations. Its influence on the animation business and on other animated movies is impeccable. Disney's films influenced society or enriched larger cultural discussions.

Through these lenses, the author examined Disney's 2D animated films with the goal of acquiring a thorough grasp of their storytelling abilities, aesthetic accomplishments, cultural relevance, and long-lasting influence on the animation and entertainment industries.

4.5 ANALYSIS OF DISNEY'S POPULAR 2-D CHARACTERS

4.5.1. MOWGLI FROM "THE JUNGLE BOOK - 1967"

A celebrated Disney animated feature from 1967, "*The Jungle Book*," was partially based on Rudyard Kipling's collection of short stories. A little child raised by wolves, entitled *Mowgli*, embarks on adventures as he navigates the perils and wonders of the animal realm in this movie, which is set in the opulent and colourful jungles of India. He befriends a diverse group of people along the journey, including the sage panther *Bagheera*, the joyous bear *Baloo*, and the cunning tiger *Shere Khan*. "The Jungle Book" is renowned for its enduring themes of camaraderie and self-discovery, catchy melodies, and charming depiction of a little boy's quest to find his place in the universe. This beloved Disney classic never fails to enthrall viewers of all ages with its touching narrative and unforgettable characters.

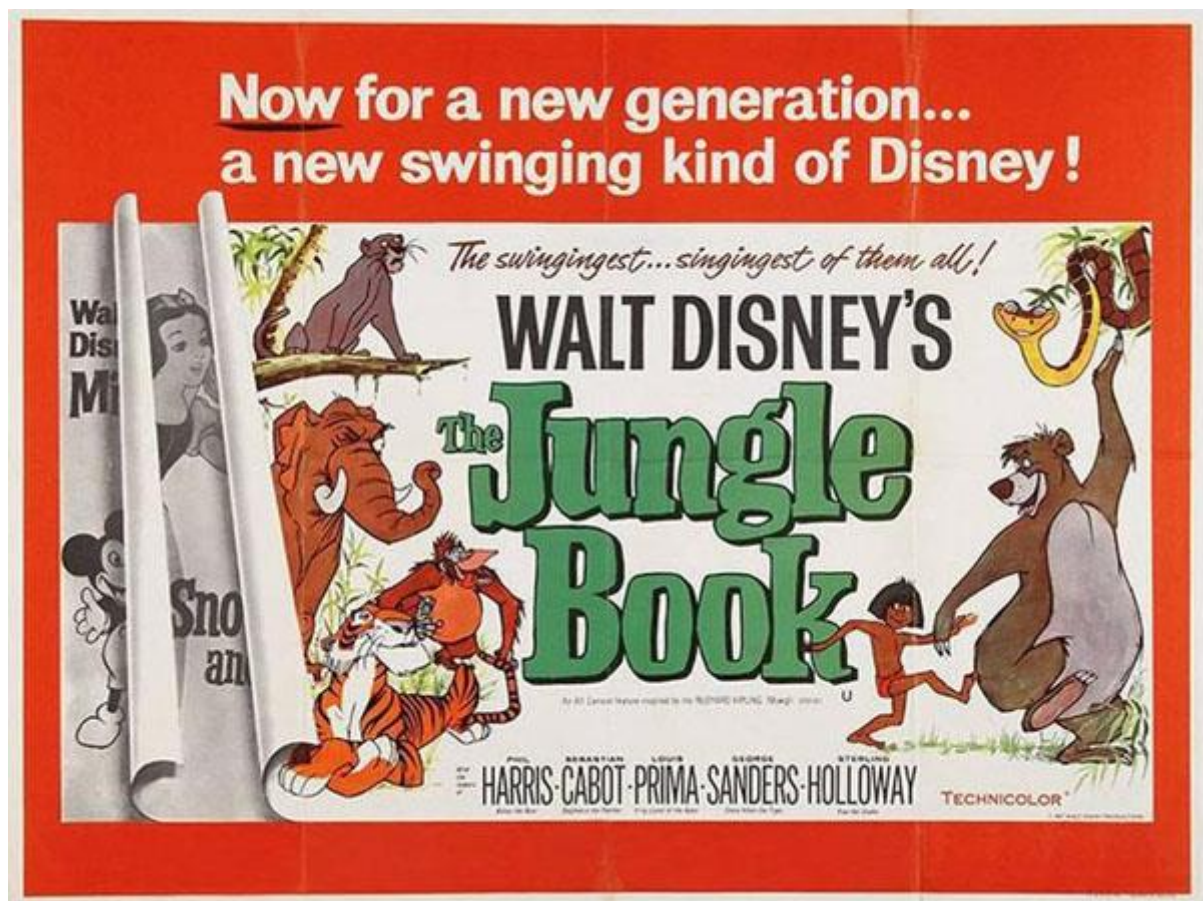


Figure 3: Lyons,M. (2022). *Walt Disney's The Jungle Book*. [image] Available from <https://cartoonresearch.com/index.php/disneys-animal-kingdom-the-55th-anniversary-of-the-jungle-book/> [Accessed 01 September 2023].

1. **Narrative role:** Mowgli serves as the protagonist and leading hero in "The Jungle Book". The tale is anchored by his path of self-discovery and development.
2. **Character traits:** Mowgli's boundless curiosity and adventurous spirit serve as the plot's main characters. Among the most important aspects of his personality is his drive to discover the forest and its people. Mowgli exhibits resilience when confronted with a variety of difficulties and dangers in the jungle. His resilience is demonstrated by his capacity to adapt and survive. Mowgli's purity and naivete are highlighted, particularly in contrast to the crafty and perilous creatures he comes across.



Figure 4: Francisco,S.C. (2022). Still for **Walt Disney's The Jungle Book**. [image] Available from <https://www.flickr.com/photos/truusbobjantoo/50548013362> [Accessed 01 September 2023].

3. **Character development:** Mowgli experiences an enormous transformation in character during the movie. He transforms from a small boy baffled by the forest to a young adult who comprehends and reveres the jungle's rules. His interactions with figures like Baloo and Bagheera help him develop. The relaxed attitude of Baloo and the knowledge of Bagheera act as mentors.

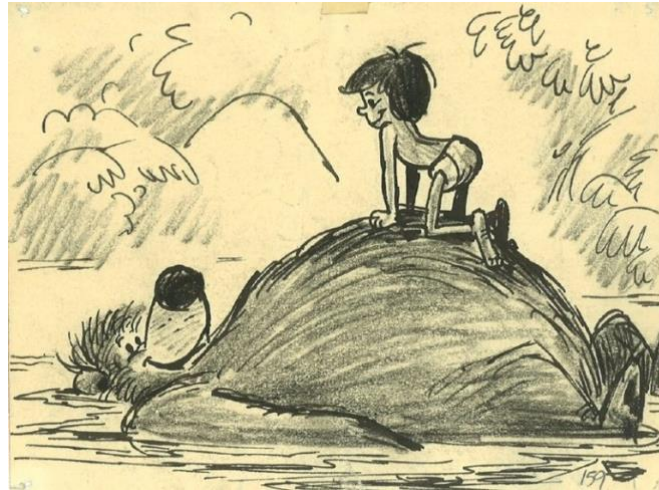


Figure 5: Lyons,M. (2022). **Bill Peet Story Sketch**. [image] Available from <https://cartoonresearch.com/index.php/disneys-animal-kingdom-the-55th-anniversary-of-the-jungle-book/> [Accessed 01 September 2023].

4. **Visual design:** As an allusion to his upbringing by wolves and integration into the forest, Mowgli's outfit features an elementary crimson loincloth. His affinities with nature are emphasised by this design. Mowgli's emotions are conveyed by the brilliant animators at Disney through his facial expressions, which endear the audience to him while rendering him relatable.
5. **Impact and legacy:** Mowgli is still a beloved Disney character and a representation of adolescent exploration and curiosity. The protagonist has made appearances in various spin-offs and adaptations, illustrating his lasting appeal.
6. **Lessons and themes:** Lessons about friendship, acceptance, and the value of diversity can potentially be learned through Mowgli's interactions with the animals in the forest.
7. **Timelessness:** Mowgli's fascination among audiences of all ages highlights the eternal nature of Disney's character creation and narrative.

In conclusion, Mowgli is a complex and enduring figure in the heritage of Disney's 2D animation. His prominence as a beloved and famous Disney character is a consequence of his character development, cultural resonance, and ability to convey essential life lessons.

4.5.2. ROBIN HOOD - 1973

The charming and exciting Disney animated film "*Robin Hood*" from 1973 redefines the fabled English bandit as a seafaring hero with a heart of gold. The film, which is set in a mediaeval English woodland, follows the classic story of *Robin Hood and his Merry Men* as they outsmart the despotic *Prince John* and the Sheriff of Nottingham while stealing from the wealthy to give to the needy. "*Robin Hood*" is a cherished Disney classic that continues to enthrall audiences of all ages with its vibrant tale and endearing characters. It has anthropomorphic animal characters, catchy melodies, and themes of justice and courage.

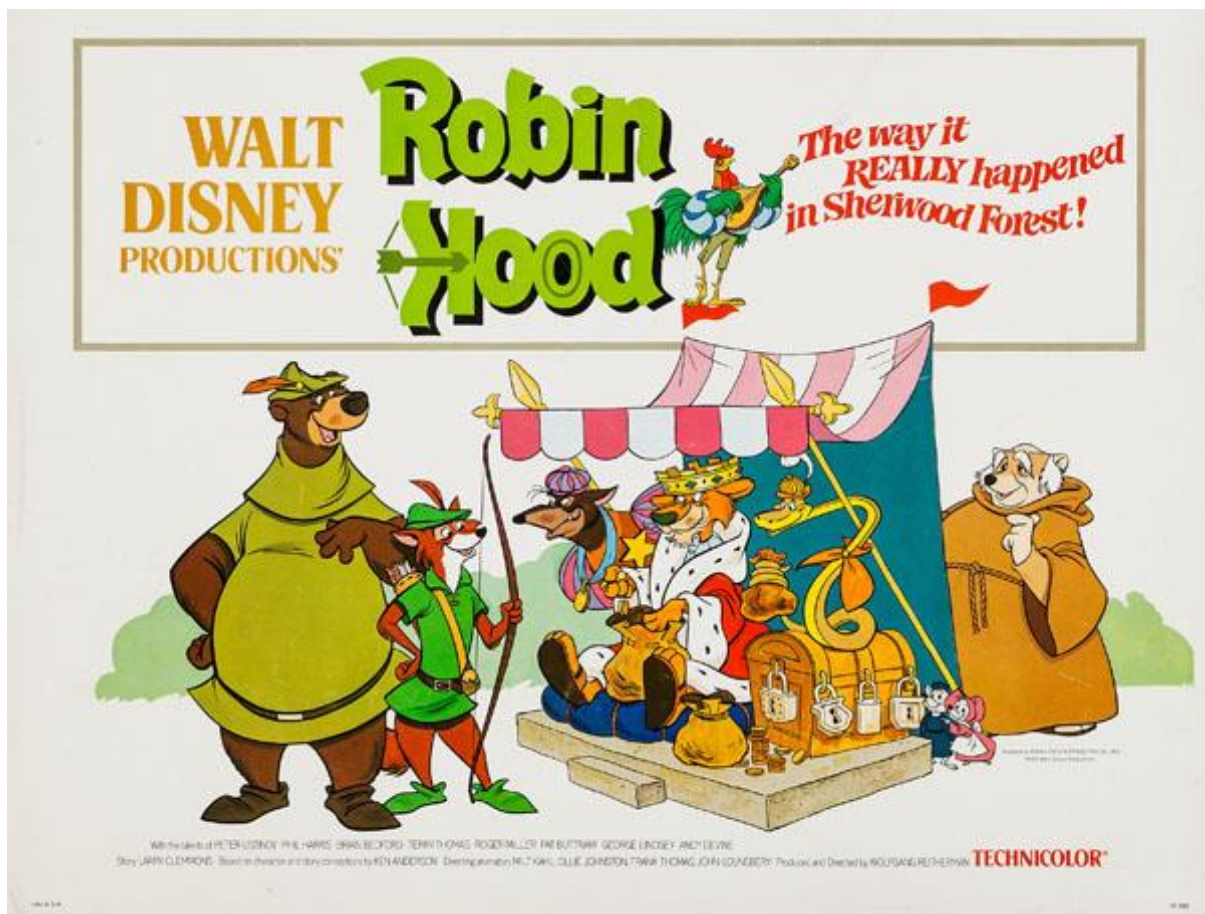


Figure 6: Korkis,J. (2022). **Walt Disney's Robin Hood**. [image] Available from <https://cartoonresearch.com/index.php/in-his-own-words-ken-anderson-on-disneys-robin-hood-1973/> [Accessed 01 September 2023].

1. **Narrative role:** Robin Hood is the protagonist of the story and serves as its lead character. He holds charge of the Merry Men and leads an uprising against Prince John's rule.
2. **Character traits:** In popular fiction, Robin Hood is portrayed as a charming and charismatic bandit who robs the wealthy to give to the needy. His acts are motivated by a deep sense of justice and a desire to alleviate the suffering of ordinary people. Robin Hood is renowned for his quick

intellect and ability to devise cunning strategies, frequently outwitting his foes.

3. **Character development:** As the story progresses, Robin Hood transforms from a dashing outlaw to a charismatic leader who gives the downtrodden people of Nottingham a reason to believe in themselves. His affection for Maid Marian gives his character depth and provides him with a driving force.



Figure 7: Korkis,J. (2022). **Illustration by Keith Ward.** [image] Available from <https://cartoonresearch.com/index.php/in-his-own-words-ken-anderson-on-disneys-robin-hood-1973/> [Accessed 01 September 2023].

4. **Visual design:** Robin Hood is portrayed as a sophisticated and dashing anthropomorphic fox in the Disney extradition. His sly personality is reflected in his character design, which also gives him an appealing physical appearance.
5. **Cultural significance:** While using artistic authorization, the movie incorporates aspects of mediaeval English culture, such as archery contests, castle settings, and attire, into the scene. The conflict between Robin Hood against the dictatorial Prince John and the Sheriff of Nottingham reflects worldwide cultural concepts of social justice.
6. **Impact and legacy:** Disney's popular and timeless Robin Hood figure Audiences are still captivated by his image as a dashing hero who rebels against tyranny. In literature, cinema, and television, Robin Hood has been the subject of several adaptations and retellings, demonstrating his ongoing cultural influence.

7. **Lessons and themes:** The acts of Robin Hood exemplify the value of standing up for justice and assisting people in need. Compassion and generosity are characteristics that come through in his willingness to make sacrifices for the greater good. The strength of rebellion against unjust authority and the concept of solidarity in the face of injustice are both explored in the movie.
8. **Timelessness:** Disney's character design and storyline are eternal, as evidenced by the popularity of Robin Hood and his tale of the fight against injustice.

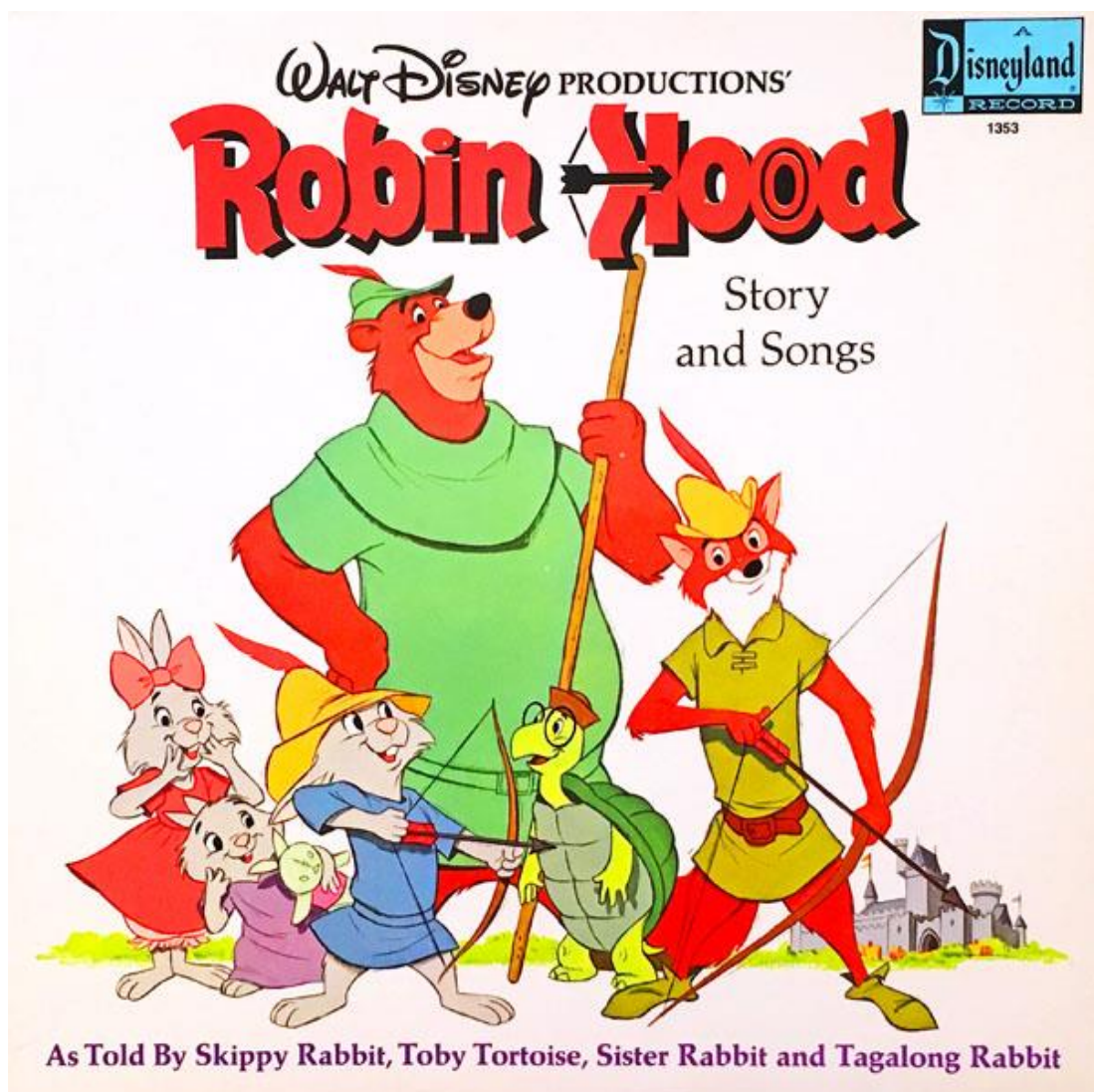


Figure 8: Ehrbar, G. (2017). **ROBIN HOOD Story and Songs**. [image] Available from <https://cartoonresearch.com/index.php/disneys-robin-hood-on-records/> [Accessed 01 September 2023].

In conclusion, the captivating and lasting figure of Robin Hood portrayed in the Disney 2D animated film "Robin Hood" is renowned for his charm, cunning, and commitment to justice. His reputation as a legendary Disney figure with a long-

lasting cultural influence is a result of his character design, leadership abilities, and the film's study of timeless themes.

4.6 CULTURAL IMPACTS OF THE MOWGLI CHARACTER FROM “THE JUNGLE BOOK”

The narrative and persona of Mowgli are beloved by audiences throughout the world. His coming-of-age story transcends cultures and is replete with themes of adventure and self-discovery. As a result of this, "The Jungle Book" has been cherished and accepted by a variety of audiences throughout the world. With his crimson loincloth and expressive features, Mowgli's character design has established itself as a lasting representation of Disney's vintage animation. It is readily evident and represents an embodiment of Disney's heritage in the narrative. Songs from the movie that stuck in people's minds, such as "The Bare Necessities" and "I Wanna Be Like You," have influenced culture. They are not just well-liked by their followers but also well-known and used as examples in pop culture.



Figure 9: Graff, M. (2016). **Walt Disney's The Jungle Book**. [image] Available from <https://screenrant.com/best-jungle-book-facts-trivia/#disney-changed-a-lot-for-their-animated-classic> [Accessed 01 September 2023].

There are many distinct languages and cultural contexts where "The Jungle Book" has been adapted and translated. While preserving the vital aspects of Mowgli's

tale, these versions frequently take into consideration regional uniqueness. Generations of viewers have been exposed to the wonders of animation and narrative through the character Mowgli. Many people have pleasant childhood recollections of seeing "The Jungle Book," and this sentimental link still shapes their cultural ideas today. Mowgli's character has appeared in Disney products, theme park attractions, and other media, strengthening his cultural influence on a variety of entertainment and consumer-related industries.

The way the film depicts the jungle and the animals that live there has helped to spread awareness of the need to safeguard the environment and wildlife. The significance of respect is highlighted through Mowgli's experiences in the wilderness.

Other authors, artists, and filmmakers have been influenced by Mowgli's journey and character. His narrative has been portrayed in a wide range of forms of entertainment, including novels and live-action movies, demonstrating his ongoing cultural influence. Through the years, "The Jungle Book" has remained culturally relevant as new generations have come to know and love Mowgli. This ageless quality emphasises the movie's long-lasting cultural influence.

4.7 HOW “THE JUNGLE BOOK” PORTRAYS THE INDIAN CULTURE?

While it doesn't give a genuine representation of Indian culture, Disney's 1967 animated feature "The Jungle Book" has several attributes and ideas that are evocative of India. It is partially based on Rudyard Kipling's stories. The movie takes place amid India's thriving, verdant forests. The environment of India is naturally stunning, and the jungle scenery, with its thick woods, twisting rivers, and unique species, perfectly captures this. The movie has fun tunes that use instruments and musical traditions from India. The musical arrangements of "The Bare Necessities" and "I Wan'na Be Like You" are influenced by Indian rhythms and melodies, resulting in a sense of ethnic fusion. Even though the characters are animals rather than people, they have several characteristics common to Indian culture. For instance, the orangutan King Louie is portrayed as a charismatic leader who aspires to know the mystery of fire, evoking the Hindu lord, Hanuman.



Figure 10: Graff, M. (2016). **Walt Disney's The Jungle Book**. [image] Available from <https://screenrant.com/best-jungle-book-facts-trivia/#disney-changed-a-lot-for-their-animated-classic> [Accessed 01 September 2023].

In addition, Kaa, the snake, performs a mesmerising dance based on Indian tradition. The movie proposes references to Indian mythology and religion. The position of a guru or sage in Indian philosophy is like that of Bagheera, the wise panther, who represents wisdom and direction. Community, belonging, and reverence for the environment are all topics that "The Jungle Book" touches on and are frequently emphasised in Indian culture. The transition of Mowgli from human society to his assimilation into jungle society emphasises themes of acceptance and harmony. Language ties to India are made via several character names and the usage of Hindi phrases in the movie, such as "Jungle" and "Shere Khan" (the villainous tiger).

4.8 CULTURAL IMPACTS OF THE ROBIN HOOD CHARACTER

Disney's 2D Robin Hood from the 1973 movie "Robin Hood" left cultural legacies that persist and resonate with viewers today. The long-standing myth of the valiant bandit who robs the wealthy to give to the needy was revived by the film "Robin Hood." The movie made this time-tested tale accessible to a younger audience, ensuring that Robin Hood's reputation is still relevant today. The classic hero who resists tyranny and advances the cause of justice is embodied in Robin Hood. This sort of hero has impacted a lot of other heroes in literature and film. The movie's music, which includes songs like "Oo-De-Lally" and "Love," has become legendary and is still praised. These songs have become beloved parts of pop culture independent of the movie.



Figure 11: Korkis,J. (2022). Still from **Walt Disney's Robin Hood**. [image] Available from <https://cartoonresearch.com/index.php/in-his-own-words-ken-anderson-on-disneys-robin-hood-1973/> [Accessed 01 September 2023].

The comedy and simpler spirit of "Robin Hood" have a long-lasting impact on how timeless figures are portrayed in animation and narrative. The movie alludes to English history and mythology, enhancing viewers' understanding of the Robin Hood legend's cultural significance. While not solely unique to this movie, the decision to represent characters as anthropomorphic animals led to the style of animation's ongoing appeal. The numerous adaptations and retellings of "Robin Hood" in literature, cinema, and television demonstrate the story's and character's ongoing cultural influence. Disney's merchandise and theme parks have included Robin Hood and his Merry Men, boosting their cultural influence on a variety of entertainment and consumer-related industries. The concepts of the movie are eternal and approachable since Robin Hood's character remains relevant in discussions of social justice and resistance to oppression. "Robin Hood" is attracting fresh audiences of kids and adults, demonstrating its popularity across generations and cultural relevancy.

4.9 HOW “ROBIN HOOD” PORTRAYS THE ENGLISH CULTURE?

English culture and folklore are included in Disney's 1973 animated "Robin Hood" while being conveyed in a humorous and colourful way. The saga of the movie takes place in mediaeval England under Prince John's rule and King Richard the Lionheart's absence. The historical environment, featuring a castle in

Nottingham and mediaeval buildings, serves as a backdrop that recalls English history and culture. The persona of Robin Hood, a popular figure in English mythology, as well as other elements of "Robin Hood" are highly influenced by English folklore and tales. By employing traditional folklore, the author has linked the character to a profound cultural heritage.



Figure 12: Korkis,J. (2022). **Comparitive Sizes Robin Hood**. [image] Available from <https://cartoonresearch.com/index.php/in-his-own-words-ken-anderson-on-disneys-robin-hood-1973/> [Accessed 01 September 2023].

The movie's portrayal of Robin Hood's proficiency with a longbow is consistent with England's historical devotion to archery, a skill that was highly prized in mediaeval England. His Merry Men are based on legendary figures from English mythology, such as Little John and Friar Tuck. Despite being anthropomorphic animals, the characters in "Robin Hood" have stereotypically English accents, speech patterns, and mannerisms. The cultural backdrop of English is strengthened by this linguistic choice. The core message of Robin Hood is to "rob from the rich and give to the poor," which is consistent with the English history of upholding social justice and resisting unjust authorities. This character represents the English spirit of defiance against injustice.

The music and costumes in the movie evoke images of mediaeval England. The soundtrack of the movie has folk-inspired songs that depict the era's culture, while characters wear mediaeval attire. Disney's portrayal of Robin Hood has impacted various interpretations and adaptations of the hero in English literature, cinema, and television, proving the version's continued cultural relevance. The movie's upbeat and amusing tone represents the English preference for wit and humour, especially in the face of difficulty.

5. DISCUSSION(IMAGES)

5.1 INTRODUCTION

In this chapter the researcher has gathered the data from Chapter 3(Methods) and Chapter 4(Findings and Analysis) and discussed further impacts and portrayed some comparisons and contrasts between the characters. Later, discussed the impacts Disney's stories has made on audience as well as designers. Lastly, ending up this chapter with the summary.

5.2 COMPARISONS AND CONTRASTS BETWEEN “MOWGLI” AND “ROBIN HOOD”

Researcher has observed that in terms of character, story, and cultural setting, "Robin Hood" from Disney's representation and "Mowgli" from "The Jungle Book" have certain parallels as well as noteworthy contrasts.

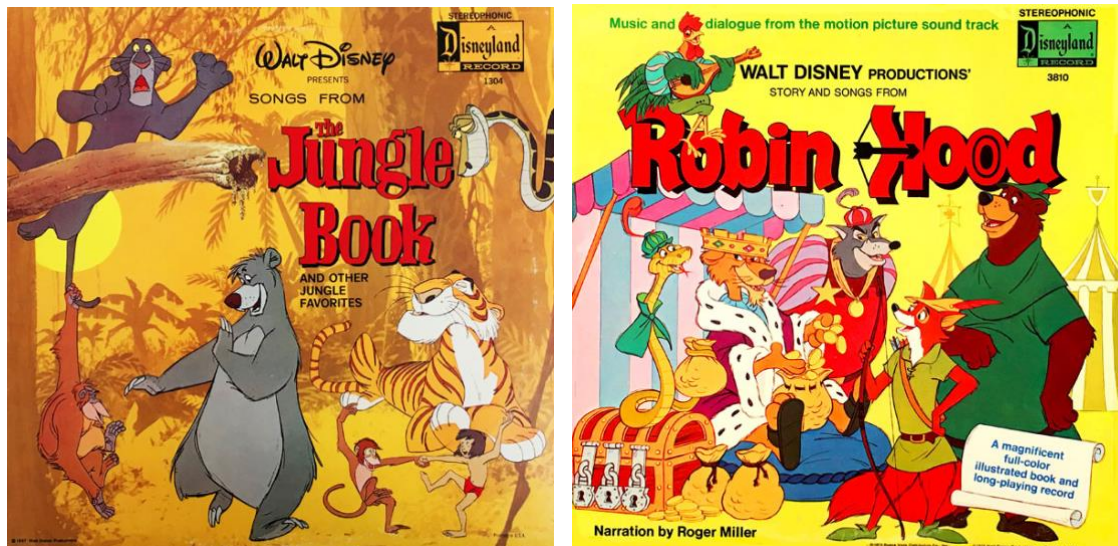


Figure 13a: Ehrbar,G. (2017). **THE JUNGLE BOOK and Other Jungle Favorites**. [image]
Available from <https://cartoonresearch.com/index.php/the-grooviest-jungle-book-on-records/>
[Accessed 01 September 2023].

Figure 13b: Ehrbar,G. (2022). **Walt Disney Productions' Story and Songs from ROBIN HOOD**. [image] Available from <https://cartoonresearch.com/index.php/disneys-robin-hood-on-records/> [Accessed 01 September 2023].

Here are some similarities between both the characters:

- Both Mowgli and Robin Hood are depicted as outlaws who break the law for the sake of a noble purpose. Robin Hood resists Prince John's oppression as Mowgli struggles to find his place in the wild.
- The two protagonists have attributes of leadership that encourage others to follow them. While Robin Hood guides the Merry Men in

their quest for justice, Mowgli rises to the position of leadership among the forest animals.

- The natural environment is very important to each of the protagonists. Mowgli has been raised by wolves and gains animal communication skills, while Robin Hood runs his business from the Sherwood Forest, where he forages for food.
- Each of these stories has friendship and loyalty as their primary concepts. While Robin Hood's devotion to his Merry Men and love for Maid Marian drive the story, Mowgli builds strong relationships with characters like Baloo and Bagheera.

Here are some contrasts between both the characters:

1. **Cultural Context:** Despite Disney's simplification of these features, Mowgli represents Indian cultural aspects and is situated in the Indian forests.
The character of Robin Hood is firmly entrenched in English mythology and traditions, and the story is set in mediaeval England.
2. **Character Design:** While Robin Hood is portrayed as an anthropomorphic fox, Mowgli is a young child. Different creative interpretations and cultural backgrounds are reflected in the choice of species.
3. **Themes and Motivations:** The concepts of identity, self-discovery, and belonging are all addressed in Mowgli's tale. His main driving force is to establish himself in the woods. The principles of social justice and resistance to oppression are highlighted in the tale of Robin Hood. His goal is to make up for the wrongs that Prince John and the Sheriff of Nottingham committed.
4. **Supporting Cast:** Characters peculiar to the jungle location, including Baloo, Bagheera, and King Louie, contribute to Mowgli's supporting cast. The Merry Men, Maid Marian, and the Sheriff of Nottingham are entities from English mythology and historical background that make up Robin Hood's supporting cast.
5. **Tone and Style:** The tone of "The Jungle Book" (1967), which features musical numbers and a vibrant presentation, is more whimsical and family-friendly.
While there is humour in "Robin Hood" (1973), the movie is more of a swashbuckling adventure with folk-inspired music.
6. **Cultural References:** Despite being streamlined and modified for a wider audience, "The Jungle Book" has Indian music and allusions. English folklore, dialects, and historical references are used in "Robin Hood" to create a distinctly English cultural scene.

In conclusion, investigator got acknowledged about, while Mowgli and Robin Hood both have a sense of justice and are heroic outlaws, there are significant differences in their narratives, places, character designs, and cultural contexts. While Robin Hood's persona is firmly established in English legend and mediaeval England, Mowgli's persona is connected to the Indian jungles. These distinctions give rise to distinctive storylines and character dynamics in the corresponding films.

5.3 IMPACTS OF DISNEY'S STORIES HAS MADE ON AUDIENCES AND DESIGNERS

Audiences from around the world have been profoundly impacted by Disney's storytelling. Disney has delighted and entertained generations with its enthralling stories and endearing characters. These stories convey essential lessons for life and foster virtues like compassion, bravery, and the significance of upholding moral principles. They encourage viewers, especially young ones, to have faith in themselves and pursue their goals. Disney encourages cultural understanding and respect for many customs across the world. Strong relationships between parents and kids are created because of these stories' ability to evoke imagination and creativity. Additionally, they have shaped whole sectors by influencing film, animation, and the arts. Positive words from Disney provide solace during trying times and encourage mental health. Disney's tales have essentially become a treasured part of our cultural history, offering amusement as well as helpful life lessons to audiences of all age groups.

Disney's fables have had a significant impact on designers in a variety of creative sectors. Designers seek inspiration from Disney's enduring characters, fantastical environments, and rigorous attention to detail. Disney's impact can be observed nearly everywhere, from character designers who are inspired by the distinctive character designs of Disney to architects and theme park designers who want to recreate the magical ambience of Disney's works. Filmmakers, graphic designers, and illustrators have all been influenced by Disney animators' dedication to narrative and their use of visual storytelling techniques. Disney has raised the bar for experiential design with its focus on creating immersive experiences in its theme parks. In addition, the business has pushed the limits of what is possible in design with its inventive use of technology, including cutting-edge theme park attractions and animation techniques. In broad terms, Disney's stories have shaped and improved the design world in multiple ways.

5.4 SUMMARY

In conclusion, even though Mowgli and Robin Hood both have a sense of justice and are heroic outlaws, there are significant differences in their narratives,

locales, character designs, and cultural contexts. While Robin Hood has its roots in English legend and mediaeval England, Mowgli's persona is closely connected to the Indian woods. These variations give rise to distinctive storylines and character dynamics in the corresponding films. Disney's tales have had a significant influence by offering happiness, amusement, and insightful lessons to viewers from all walks of life and generations. For individuals all throughout the world, they continue to serve as a source of creativity, imagination, and cultural connection.

6. CONCLUSION

6.1 INTRODUCTION

This chapter addressed the study question briefly and covered the goals attained by the findings. Additionally, the researcher has attempted to offer guidance for future research studies to address how this study might be improved and conducted on an enormous scale.

6.2 RESEARCH OBJECTIVES: SUMMARY OF RESULTS AND DISCUSSION

The objective of the research is to determine how cultural variations affect the creation of characters and narratives in visual media in various parts of the world.

A better insight was developed by the researcher through scrutiny of the production and consumption of visual media as well as a deeper cultural background study. As a summary of this chapter, a thorough review of the study framework was created. To further explain this, the author covered the research design, strategy, data collecting methodology, data analysis techniques, and ethical concerns. These methods and resources were employed to uncover the answers to the study's questions. In this study, the researcher has opted to analyse qualitative research. The use of semi-structured interviews as a data collection technique is one example. Additional data have been gathered from digital platforms in addition to the initial data collection.

The author investigated Disney's 2D animated films from various perspectives to fully understand their storytelling prowess, artistic successes, cultural significance, and enduring impact on the animation and entertainment industries. While Mowgli and Robin Hood are both heroic outlaws with a sense of justice, the investigator noted that there are important contrasts in their stories, settings, character designs, and cultural backgrounds. Mowgli's identity is linked to the Indian forests, but Robin Hood's image is firmly grounded in English folklore and mediaeval England. In incomparable films, these distinctions give birth to unique plotlines and character dynamics. Although Mowgli and Robin Hood are both heroic outlaws with a sense of justice, there are important contrasts in their stories, settings, character designs, and cultural backgrounds. While the tale of Robin Hood has its origins in mediaeval England and the English language, Mowgli is more intimately associated with the Indian jungles. In the respective films, these modifications result in unique plotlines and character dynamics. Disney's stories have had a big impact because they bring joy, laughter, and valuable lessons to viewers from all backgrounds and generations. They continue

to be a source of inspiration, creativity, and cultural connection for people all around the world.

6.3 RESEARCH RECOMMENDATIONS FOR FUTURE

Future research in cultural differences and their effects on the creation of characters and narratives in visual media will delve more into the fast-changing environment of digital media and its worldwide reach. The impact of new media platforms, such as social media, streaming services, and user-generated material, on cultural representation and narrative techniques should be investigated by researchers. Furthermore, multidisciplinary research projects involving media studies, cultural anthropology, and cognitive psychology might shed light on the emotional and cognitive reactions that various cultural groups have to visual tales. Finally, long-term research can reveal the dynamic interaction between culture, technology, and narrative in the visual media environment by charting the changing effects of cultural variances on media content over time.

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