

A Comparison of Western and Indian Animation: A Study of the Scope of Indian Animation

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Abstract— Visuals play a crucial role in the learning process. Children's attention and visual creativity are heavily influenced by animation's effectiveness and potential to build an emotive and educational link with the audience.

However, there is still a long way to go before Indian animation can be considered fully indigenous. This article examines the many current developments in the Indian animation business. To better comprehend the differences and similarities between Indian and Western animated shows, a comparison was made.

Index Terms: Animation, Visual Impact, Behaviour, Evolution of Animation

INTRODUCTION

The Cartoon Division of the Film Division of India (FDI) was created in 1956, launching the Indian animation industry. To bring animation to India, FDI sought Mr. Clair Weeks, an animator from the Walt Disney Studios, for help.

One of the first pioneers of Indian animation and the father of Indian animation. The Banyan Deer, the first Indian animated film, was created in 1957 with the help of Mr. Ram Mohan. There are no famous instances of this in the history of animation in India other than puppetry, which was a prominent form of entertainment in India. A leather puppet show called 'TholuBommalata' and a wooden puppet show known as 'Kathputli' are two examples of this type of performance in India.

In 1976, the Indian animators under the direction of Ms Vijaya Mulay created "Ek Anek Aur Ekta," which was a significant step forward. The objective of the video was to instill a sense of solidarity among people who are culturally and racially diverse. Films like Raja Harishchandra and Kaliyamardhan by Dada Saheb Phalke have had a lasting impact on the Indian visual effects industry (1919). Despite the lack of resources at the time, he produced, starred in,

directed, and premiered his picture. He was a versatile guy.

In 1992, Indo-Japanese Traditional Animation published Ramayana: The Legend of Prince Ram, a film produced and directed by 'Yugo Sako' from the Indian animation business. First came Pandavas: The Five Warriors in 2000; Hanuman was made by Percept Pictures Communication in 2005; and then came sequels. Pankaj Sharma's film Bal Ganesh, which was released in 2007, was no exception to the rule. They all had one thing in common: They were all based on Indian folklore.

A number of well-known Bollywood actors provided the voiceovers for the film 'Jumbo,' which was released in 2008. At first glance, the picture seemed like a watershed moment in Indian animation, but at the box office, it was a dud. 'Khan Kluay,' a film from 2006, was the inspiration for the original film. "Roadside Romeo," which Yashraj Films collaborated on with world-renowned animators "Walt Disney" to produce in 2008, was yet another significant step forward for the company. The movie was Disney India's highest earning film till 2008.

Many Indian children's cartoons, such as "Chhota Bheem," "Akbar Birbal," and "Motu Patlu," have found a devoted following among Indian viewers.

In this study, we will compare and contrast Indian and Western animated shows to discover how young audiences perceive the value of character traits, storylines, and character studies. Chhota Bheem from India and Peppa Pig from the UK are the best examples of modern cartoons to compare.

The research will consider the following characteristics: Context Framework, Story Line & Theme, Character Study, Emotional Communication, and Commercial Saga.

FRAMEWORK FOR CONTEXT

It is a British cartoon series that focuses on pre-school education for children. In collaboration with Entertainment One, Nick Jr. and Channel 5, Astley Baker Davies produced it. Her parents and younger brother live with Peppa Pig in the cartoon.

In addition to educating young children, the show aims to familiarize them with Western values and morals. More than 180 nations and territories have watched and broadcast Peppa Pig's cartoon series.

Cartoon series Chhota Bheem was created by Rajiv Chilka, the owner of Green Gold Animation. In 2008, Pogo TV aired the first episode of the series. The narrative takes place in Dholakpur, where Chhota Bheem and Chutki dwell with their other friends. A series' primary objective is to entertain its viewers, but it may also serve as a vehicle for teaching valuable lessons.

THEME & STORYLINE

It's not unusual for Peppa Pig to dress and act like a human, having a house, driving a car, and attending the same schools as other animals with similar characteristics. The show's primary language is English, but many episodes in which foreign guests visit Peppa or in which Peppa takes a family trip to exotic locales like Paris, Australia, Italy, and so on highlight cultural differences and the importance of those particular locales in the world.

Other characters in Peppa's school, such as her best friend sheep, rabbit, and dog, have both human and animal features, such as rabbits living in hill burrows. Pig-like traits may be seen in the figure's love of muddy puddles.

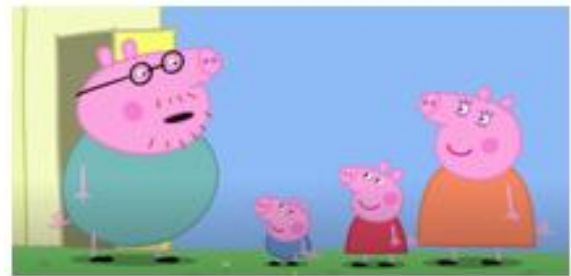
It is in Dholakpur that Chhota Bheem and his friends dwell. Grandpa Bheem is the character's great-grandfather; the character's father works as a worker in another town and does not appear in any of the episodes.

Instead, Bheem is seen with his friends, such as Chutki, a little girl who prepares him ladoo (an Indian sweet), giving him the energy he needs to fight his enemies. She's one of the most intelligent of the bunch. As well as Raju, a comical kid, Jaggu, a monkey that speaks like a person, and Kalia, the greedy youngster, we also meet Dholu and Bholu, who are identical twins. When Dholakpur is in danger, Bheem, a man endowed with superhuman abilities, is summoned.

Bheem and his friends work together to solve the situation.

CHARACTER ANALYSIS

The Peppa Pig characters are 2D animated using simple line graphics. The figures each have three fingers on each hand. Mummy Pig, Peppa's mother, occasionally wears jewelry in her western dress. In contrast to George, her younger sibling, Daddy Pig, is a cement specialist who wears formal attire to work. For example, Peppa 'grunts' after finishing her lines while Suzy the sheep makes an audible sound of her own after she has finished her lines.



With the exception of Granny Pig, all of Peppa Pig's grandparents are dressed in formal attire, with the exception of Grandpa Pig. A parrot named "Polly" is also part of the family. Other characters have chameleons and other exotic creatures as pets.

The dhoti and tilak are often connected with the character Chhota Bheem, who is a traditional Indian figure. The character's body is shaped like a triangle because of the character's strong build. This skinny woman who serves as Bheem's female companion is dressed in an Indian long skirt and shirt. It's typical for Indian women to wear bindis on their foreheads as part of the shringar tradition. Kalia, who is shown as a bully to everyone, is a towering example of a powerful male figure. Most of the time, he appeared to be an Indian wrestler. Known as Jaggu, this monkey is blue in color and talks like a human. A clever young man, Raju was once a tiny toddler. In spite of his appearance in the show, which depicts him as a child wearing blue underwear, the character turns out to be incredibly knowledgeable and skilled when it comes to archery.

EMOTIONAL INTERACTION

Human-like emotions such as blushing, sorrow, and laughter are displayed by the characters in Peppa Pig. Sarcastic expressions, such as "oh dear" and "look out," are frequently used to convey the characters' emotions. Peppa and her buddies greet their teacher, 'Madam Gazelle,' to class and display classroom decorum for the show's young viewers. The language Peppa employs while she is with her family is distinct from that she speaks with her friends.

Noble and passionate, Chhota Bheem embodies the best of both worlds. The story revolves around him, as he is shown to be able to overcome the villains and find a solution to every problem. In competitions against other states, he consistently wins for Dholakpur estate. Laddus are the character's only weakness.

SAGA OF THE COMMERCIAL

Additionally, both characters are doing well in the market and have a considerable interest in commercial aspects. It's no surprise that Peppa Pig is so famous throughout the world, with theme parks in the United States (Chicago, Michigan and Dallas), as well as in Asia (Shanghai).

According to The Guardian, growth has been "steady but remarkable." Last year, Peppa Pig's international retail sales were \$1.3 billion (£1.1 billion), a significant amount of which came from China. The arrival of Pei Pei Zhu in 2015 was marked in China's Year of the Pig with a popular video. More than 40 million copies of her Mandarin novels have been sold, while her streaming videos have amassed more than 60 billion views."



Chhota Bheem is a popular cartoon character among Indian youngsters. Many other shops in India also provide a variety of comparable things, including Green Gold's ten dedicated retail facilities. The figure

takes on a heroic role because Indian youngsters may readily relate with the persona.

Indian cartoon character "Chhota Bheem has become the first Indian cartoon character to sell things worth Rs 200 crore," according to Financial Chronicles, according to The Times of India. It's projected that Chhota Bheem items would bring in a revenue of Rs 500 crore within four to five years."

CONCLUSION

Many Indians are eager to watch cartoons, according to the report.

As depicted in the animated series, Chhota Bheem's strong character is a powerful symbol of unity and cooperation. Unlike Chhota Bheem, Peppa Pig's animated series includes educational components in addition to entertainment. While Chhota Bheem is a well-known character among children.

Men have all of the power in the Chhota Bheem series, and the female companion's only function is to prepare ladoos for Bheem. This is an example of patriarchy in action. Gender equality and female empowerment are shown in the Peppa Pig series through the cooking and driving of Mummy Pig and the humiliation of her overconfidence.

Chhota Bheem believes that he is always victorious in whatever situation, but Peppa disagrees. Learning that involvement is not simply driven by the desire to win, but also to recognize one's faults, is an important lesson for youngsters to take away from this.

An instructional animation show may be created in both regional and English languages that is not merely for entertainment purposes according to the findings. Additionally, this study found that animation has a significant part in children's learning, and that social problems should always be considered while producing any instructional or instructive animated series, such as the popular educational cartoons, such as 'The Powerpuff Girls.' Reproducing characters such as Meena, who first appeared on Bangladeshi television back in 1993 and was a well-known figure representing South Asia founded by UNICEF with an emphasis on gender, health and social concerns is a good idea.

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