

A STUDY ON APPLICATION OF ANTHROPOMORPHIC PERSONIFICATION IN THE FILM INDUSTRY AS A SOLUTION TO OVERCOME CRISIS OF FILM PRODUCTION DUE TO COVID 19 PANDEMIC

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ABSTRACT

Anthropomorphism simply referred to as attribution of mankind traits, emotions or intensions to a non-human entities. Therefore it is considered to be a tendency of human psychology, whereas personification is another form of anthropomorphism which is the real attribution of human form and characteristics to concise the concept such as nations, emotions, and natural forces. However both the concepts shows similarity with respect to storytelling and artistic characteristics of nonhuman living to the human related situations.

Keywords: *Anthropomorphism, Emotions, Human Psychology, Non-Human Entities.*

Introduction

Anthropomorphism with respect to religion and mythology simply the perception of divine being in human form or recognition of human qualities in these beings. According to this perception of human beings are not generally measured on appearance and personality. Rather some exhibition on human behavior to explain natural phenomena or historical events. From the perception of adherents to religions in which human were created in the form of the devine. The phenomenon may be considered as theomorphic or giving of divine qualities to human.

During the nineteenth century, building on the popularity of fables and fairy tales, specifically children's literature began to emerge anthropomorphic elements. Richard Adam is one of the renowned author developed a distinctive take on anthropomorphic writing in 1970s in his debut novel named 'water ship down' featured rabbits was able to talk with their on distinctive languages and mythology. Adams also emphasized the reflection of wild rabbits behavior engaged in fighting, copulating, defecating and drawing. Then he again came back anthropomorphic story telling in his later novel called 'plague dogs' and 'traveler'. And by the twenty first century majority of picture books started to bring different kinds of anthropomorphism that causes massive expansion of children picture book marketability.

Anthropomorphism in Film

The concept of anthropomorphism also bought a major contribution in the film industry. 'Walt Disney' characters, Disneys Aladdin franchise, Micky Mouse Donald duck ,goofy and Oswald luck Rabbit are some of the notable examples of application of anthropomorphism in film which were mostly aimed at children. .since the beginning of 1960s the concept of anthropomorphism has also been reflected on various animated television shows such asbiker mice from mars, SWAT KATS(1993-1996),the radical squarden (1993-1996),teenage mutant ninja turties, first aired in 1987.And another renowned American animated TV series family Guy, one of the shows highly influenced by the public by its character of dog called 'Brain 'have many human characteristics like walking upright, talking and smoking etc..After 1980s anthropomorphism has also extended to attract adults through films and animations mainly produced by Disney ,Pixar Studios, DC Animations and Marvel Animations. The films like Inside Out, Coco, How To Train Your Dragon series, Zootopia, frozen, toy story series, WALL -E, Up, are the most popular among them. Many of them are also the winners of academy awards for best animated feature film.

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Significance of the Study

Movies or films are the major source of popular entertainment that can provide extended relaxation from distress, anger and frustration to the public. Film industry helps creation of employment opportunities, improves life style of the people and have been considered as the major source of income to our nation. Hence film production has temporarily ground to halt over the escalating covid 19 pandemic as a part of government regulations which is introduced to prevent the immediate spread of diseases.

Introduction of anthropomorphism in the film industry can help the producers to create new films having different ideologies without any kind of distraction happened in the unseen contingencies. anthropomorphic movies are completely free from direct casting, shooting, travelling but can successfully depict any kind of concepts or themes may be seen as the best source of entertainment to the general public.

Statement of the Problem

Filmography places a significant role in the entertainment industry. Movies and television ensures miscellaneous job opportunities, generate revenues, enhances infrastructural facilities and also capable of providing an immediate boost to the local economy.

Hence the COVID 19 pandemic had made a substantial impact on the film industry in 2020, mirroring its impacts across all arts sectors. In recent times cinemas and movies theaters have been closed, festivals have been cancelled and been postponed And film released have moved to future dates or delayed indefinitely. And this temporary shutdown caused a greater impact on global market which leads dropping of millions of dollars and the stock of film exhibitors has also dropped dramatically. Most importantly film production has temporarily ground to halt over the escalating covid 19 pandemic as a part of government regulations which is introduced to prevent the immediate spread of diseases.

Objectives

- to understand the attitude of viewers towards anthropomorphic movies.
- To understand degree of catharsis of anthropomorphic movies among male and female respondents

Review of Literature

Miribark(2011) conducted a research on the effect of animated movies on students learning outcome and their motivation to learn. The study had found out that the use of animated movies promoted students explanation ability and their understanding of scientific concept. The study had also found that those students who have used animated movies to learn science have themselves developed higher motivation compared to controlled students.

Chah yah yoo (2004) investigated the effects of animated banner advertisement and the moderating effect of involvement on each stage of the hierarchy of effects model. The study had been concluded that animated banner advertising has better attention grabbing capability and generate higher recall ability than that of statistic advertisement.

JenniferHyde(2013) conducted a study on effect of rendering style and amount of facial motion on perception of character likeability, intelligence and extaversion. The study findings indicate that the realistic looking characters benefitted from increased motion whereas the cartoon characters benefitted from damped motion, furthermore the amount of facial motion and perception of extraversion were also found to be correlated significantly.

Katherine cissel attempts to explore viewers perception of computer animated character facial expressions based on the character's bodystyle. The researcher had visualized some clips of computer animated characters expressing various kinds of emotions such as sadness, happiness, anger, surprise, and fear. Then these emotions were renamed and rated as sincerity, intensity and typicality and also categorized the characters as stylized characters and realistic characters. Finally the study had concluded that no significant difference among the ratings between the two character styles.

Research Methodology

Primary data were collected for the purpose of understanding the perception of anthropomorphism in the film industry and its exaggeration level among the people.

Research Instrument

The primary data for the purpose of the study were collected using structured questionnaire answered by 150 respondents.

Sampling Design

The study follows simple random sampling to identify the sample respondents. Fifty one respondents were surveyed with the questionnaire comprising of 11 items and each items which were of Likert type scale contained five option. The options ranged from 1 to 5, where 1 represented “strongly disagree”, and 5 represented “strongly agree” on the respondents opinion. The questionnaire was pretested for the appropriateness of the items.

Hypothesis

H₀₁: There is no significant difference in the perception of male and female respondents on anthropomorphic movies

Analysis and Interpretations

Table 1: The Characters in Anthropomorphic Movies can Directly or Indirectly Influence me in my Personal Life.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	10.0	10.0	10.0
	Disagree	36	24	25.3	35.3
	Neutral	46	30.66	30.7	66.0
	Agree	48	32	30.7	96.7
	strongly agree	5	3.3	3.3	100.0
Total		150	100.0	100.0	

In this table (32%) respondents do agree that anthropomorphic movies can directly or indirectly influence their personal life.

Table 2: Every anthropomorphic movies are capable of presenting its theme perfectly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.7	2.7	2.7
	Disagree	31	20.7	20.7	23.3
	Neutral	41	27.3	27.3	50.7
	Agree	59	39.3	39.3	90.0
	strongly agree	14	9.3	9.3	99.3
	30.00	1	.7	.7	100.0
Total		150	100.0	100.0	

In this table majority(39.3%) of respondents do agree with the fact that every animated movies are capable of presenting its theme perfectly.

Table 3: Animated Movies can Convey Good Messages which have Social Importance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.7	2.7	2.7
	Disagree	20	13.3	13.3	16.0
	Neutral	45	30.0	30.0	46.0
	Agree	64	42.7	42.7	88.7
	strongly agree	17	11.3	11.3	100.0
Total		150	100.0	100.0	

In this table majority(42.7%) of the respondents do agree with the fact that anthropomorphic movies can convey good messages to the society.

Table 4: I can Watch Animated Movies along with my Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.0	2.0	2.0
	Disagree	15	10.0	10.0	12.0
	Neutral	23	15.3	15.3	27.3
	Agree	65	43.3	43.3	70.7
	strongly agree	44	29.3	29.3	100.0
Total		150	100.0	100.0	

In this table majority (43.3%) of the respondents do agree with the fact that anthropomorphic movies are comfortable to watch along with our family

Table 5: I am able to Recall all the Characters and Incidents of Anthropomorphic Movies even after a Long Span of Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.0	2.0	2.0
	Disagree	28	18.7	18.7	20.7
	Neutral	48	32.0	32.0	52.7
	Agree	52	34.7	34.7	87.3
	strongly agree	19	12.7	12.7	100.0
	Total	150	100.0	100.0	

In this table majority(34.7%) of respondents do agree that they are able to recall characters and incidents of anthropomorphic movies

Table 6: I can choose Anthropomorphic Movies as the Best Way for Entertainment and Relaxation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	17	11.3	11.3	12.7
	Neutral	51	34.0	34.0	46.7
	Agree	54	36.0	36.0	82.7
	strongly agree	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

In this table majority(36%)of the respondents do agree with the fact that anthropomorphic movies are the best source of entertainment and relaxation.

Table7:I am able to feel all sense of emotions like Happiness, Sad, Depicted in Anthropomorphic Movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	3.3	3.3	3.3
	Disagree	24	16.0	16.0	19.3
	Neutral	48	32.0	32.0	51.3
	Agree	52	34.7	34.7	86.0
	strongly agree	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

In this table majority(34.7%) of the respondents do agree with the fact that anthropomorphic movies are able to depict all kinds of emotions such as happiness ,sad etc.

Independent Sample t Test

An attempt has been made to understand perception of male and female respondents on anthropomorphic movies, For measuring the same, statistical test namely independent sample t test were used. The result of the study were as follows.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
Influence of animated movies in personal life.	Equal variances assumed	1.710	.193	6.058	148	.000
	Equal variances not assumed			6.063	147.930	.000
Ability to depict sense of emotions	Equal variances assumed	.234	.629	2.89	148	.004
	Equal variances not assumed			2.88	145.64	.004

capability of presenting theme perfectly	Equal variances assumed	.869	.353	.374	148	.709
	Equal variances not assumed			.383	147.936	.703
Animated movies can convey good messages which have social importance	Equal variances assumed	1.027	.313	3.355	148	.001
	Equal variances not assumed			3.362	146.572	.011
I can watch animated movies along with my family.	Equal variances assumed	.939	.334	3.949	148	.000
	Equal variances not assumed			3.954	141.109	.000
animated movies provide best way for entertainment and relaxation.	Equal variances assumed	.302	.583	4.546	148	.000
	Equal variances not assumed			4.524	139.73	.000
ability to recall all the characters and incidents after a long span of time	Equal variances assumed	.508	.477	5.259	48	.000
	Equal variances not assumed			5.232	10.926	.000

Interpretations

- Here the sig value of levene's t test is .193, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.000) of Independent t test shows that there is a significant difference in the perception about the influence of anthropomorphic movies in personal life among male and female respondents. i e nu failed to retain the null hypothesis.
- The sig value of levene's t test is .629, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.004) of Independent t test shows that there is significant difference in the perception about the depiction of sense of emotions in anthropomorphic movies among male and female respondents. i e failed to retain the null hypothesis.
- The sig value of levene's t test is 0.353, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.709) of Independent t test shows that there is no significant difference in the perception about the influence of anthropomorphic movies among male and female respondents. ie we accept the null hypothesis
- The sig value of levene's t test is 0.313, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.001) of Independent t test shows that there is a significant difference in the perception about the conveyance of socially relevant messages through anthropomorphic movies among male and female respondents. ie failed to retain the null hypothesis.
- The sig value of levene's t test is 0.334, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.000) of Independent t test shows that there is a significant difference in the perception regarding the comfort of watching anthropomorphic movies along with family among male and female respondents. ie failed to retain the null hypothesis.
- The sig value of levene's t test is 0.583, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.000) of Independent t test shows that there is a significant difference in the perception regarding the entertainment of animated movie among male and female respondents. ie failed to retain the null hypothesis.
- The sig value of levene's t test is 0.477, which is more than the criteria of .05, so equality of variance is assumed. And the sig value (.000) of Independent t test shows that there is a significant difference in the perception regarding the ability of recalling animate movies after a long time among male and female respondents . ie failed to retain the null hypothesis.

Findings

- There is a significant difference in the perception about the influence of anthropomorphic movies in personal life among male and female respondents

- There is a significant difference in the perception about the depiction of sense of emotions in anthropomorphic movies among male and female respondents
- There is a significant difference in the perception about the influence of anthropomorphic movies among male and female respondents
- There is a significant difference in the perception about the conveyance of socially relevant messages through anthropomorphic movies among male and female respondents
- There is no significant difference in the perception regarding the entertainment of animated movie among male and female respondents
- There is a significant difference in the perception regarding the comfort of watching anthropomorphic movies along with family among male and female respondents
- There is a significant difference in the perception regarding the ability of recalling anthropomorphic movies after a long time among male and female respondents.

Conclusion

Anthropomorphic movies also known as cartoons are films that everyone can relate and enjoy regardless of age, gender, nationality etc.. Studies has shown that animated movies are great at helping the people to get in touch with emotions because they have such gripping stories that make the people feel a part of the film. Apart from this animated movies are easy to understand and have the power to present the complex things in a very simplest way. The picture become memorable to people and stays in their mind for longer time due to extra animated effects that are creatively added by the film maker. In short anthropomorphic movies are reaching new heights and becoming highly important whenever a situation like Covid pandemic arises.

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