

Powerful or Pretty: Representation of Women in Animated Movies

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Abstract: Animated movies have become increasingly more important to the film industry. These movies are the major source of entertainment for many children. Most animated movies intend on presenting the fantasy stories that cannot otherwise be projected in the mainstream cinema. The animated movies are much beyond imagination and can easily attract kids to a large extent. All over the world, animated movies play a significant role in the life of many children. These movies have a great impact on the social, emotional and cognitive development of children. Many films contain several unrealistic ideas presented in a realistic manner. These movies also present characters that are stereotypical in nature, especially the women. To examine the level of representation of women characters in Hollywood animated films, the researcher has analysed the films with female lead role that were released between 2011 and 2018. This study analysis the various characters from select animated movies to understand the impact of animated movies among the girls in the age group of 5 to 10.

Keywords – Animation, Attitude, Behaviour, Children, Female, Hollywood.

I. INTRODUCTION

Generally when someone speaks about Cinderella, Snow White, Rapunzel, Sleeping Beauty, or Bella one starts imagining them the way they are shown in the films. All thanks to animation for bringing the characters alive and making it memorable. In today's world, when a person hears the word animation, animated films are the first thing that strike in the mind because animated films are now the most happening genre and is completely everywhere. Through animation one can create anything humongous or tiny. The number of audience who watch animated films never decreases because animation can create images that are very lively and believable. Presently, there are many animated film companies that produce collateral number of animated films in a year. Disney Films, Pixar, Warner Brother's films, Fox films and Dream Works films contribute a lot in the production of good movies and highly commercialized animated movies. Though, the main intention of these animated movies is to entertain the children, they can easily create a huge impact on the life of children either positively or negatively. The representation of stereotypical characters influence the minds of young boys and girls to a great extent The representation of women as pretty young damsel in distress awaiting her prince charming to rescue her is one such issue. This paper aims at analysing these representations and to examine whether there has been any shift from the stereotypical presentation of women in recent years. .

II. REVIEW OF LITERATURE

Social learning theory and limitation of models is the most important elements in how children learn gender appropriate behaviour (Papalia, Gross and Feldman, 2003).

According to Lin (2001), once children get a video of an animated movie, they watch them repeatedly with the same frequency as they watch television.

Preschool children spend more time watching videos than adolescents do (Bryant, 2001).

The constructivist approach suggests that children can understand the portrayal of gender roles (Graves 1999).

According to the Kaiser Family Foundation report (1999), children on an average watch television for 2.5 to 3 hours per day, or nearly 20 hours per week.

Looking at the way they walk through a construction model, children are seen as active agents, eager learners, who actively construct the social world around them and their place in it. Many development psychologist have come to view the child as active rather than passive, involved five in appropriating information from his/her environment to use in organizing and constructing his / her own interpretations of the world (Corsaro, 1997).

According to Thompson and Zerbinos (1995), as children start spending a great part of their time on watching

television and animated cartoons at very early age, gender representation in children's programs deserves much importance and attention.

Television can play a vital role in the process of learning of young children from a very early age (William, 1981).

Viewing gendered content will affect the children's personal gender, and also they have a different conceptualize according to their age (O' Bryant and Corder-Bolz, 1978).

III. OBJECTIVES OF THE STUDY

The objectives of the study are

- To evaluate the animated Hollywood movies released from 2011 to 2018 that have female lead characters.
- To analyse the female characters and their portrayal in animated movies.
- To find out the impact created by those characters and how much such characterisation influence children.

V. RESEARCH METHODOLOGY

The research design is basically a plan of what data and from whom and how data is collected from the respondent to collect the required information. The following methods were adopted for gathering data

- (A) Content Analysis
- (B) Survey Research

(A) CONTENT ANALYSIS

The purpose of this study is to analyse the portrayal of female characters in Hollywood animated films. For this study, the following eight animated films were taken for content analysis:

- (a) Tangled (2010)
- (b) Brave (2012)
- (c) Frozen (2013)
- (d) How to Train Your Dragon 2 (2014)
- (e) Tinker Bell and the Pirate Fairy (2014)
- (f) Inside Out (2015)
- (g) Moana (2016)
- (h) Leap (2017)

In content analysis, to find the qualitative data, the materials were analysed using the following units as parameters to analyse characterisation of female characters:

- Protagonist
- Support
- Antagonist
- Inspirational Factors
- Male and Female Dominance Ratio

- Time Duration

The following parameters were used to find the quantitative data for the research:

- No. of Positive Portrayals
- No. of Negative Portrayals
- Percentage of Successful Female Lead Movies

(B) SURVEY RESEARCH

For this research, the researcher framed two different type of questions with suitable options and all the question were closed ended because the researcher needed truthful answer from the respondents. The survey research was conducted on 150 respondents belonging to two different age groups:

- Group of people above 25 years of age who are parents of children between 5 to 10 age group.
- Group of girls between 5 and 10 years of age.

Sampling Technique

The sampling techniques used for this study is Quota sampling. A quota sampling is gathering a representative data from a particular group. For this sampling a representative individuals are chosen out of a specific subgroup.

The aim of the study is to investigate the characteristic or traits of the certain group of people. For this type of study the quota sampling is the ideal technique.

For the sampling, the researcher selected a group of parents above 25 years of age and having children in the age group of 5 to 10. The other group consisted of girl children in the age group of 5 to 10.

VI. CONTENT ANALYSIS OF THE MOVIES

The parameters chosen for content analysis helped in finding the qualitative and quantitative data. The following things were interpreted which are mentioned below:

(A) TANGLED

Year of Release: 2010

Director : Nathan Greno, Byron Howard

Production : Walt Disney Animation Studios

Genre : Fantasy-comedy

Rapunzel

Rapunzel is a beautiful princess with long magical hair that has the ability to heal and reverse aging. When she was an infant, Mother Gothel kidnapped her for her magical power. Rapunzel spends her entire childhood in a tall tower up to her 18th birthday. When Rapunzel sees the floating lanterns in the sky, she begins to develop a sense

of curiosity to fulfil her dream of experiencing the outside world.



Figure 5.1 Characters from the Movie Tangled

Gothel

Gothel is a phenomenal actress, dangerous manipulator, and riddled with intelligence. Aside from the magic golden flower she selfishly uses to prolong her life, and her life alone, Gothel lacks magical attributes, relying solely on her intellect to achieve her ambitions. She is also very possessive and selfish.

(B) BRAVE

Year of Release : 2012

Director : Brenda Chapman, Mark Andrews

Produced by : Pixar Animation Studios

Genre : Fantasy

Merida

Merida is a 16-year-old headstrong tomboyish girl. Merida is a reckless girl who wants to take control of her own destiny, but her mother wants her to groom as a proper royal lady. Merida has honed her skill in archery, sword-fighting, and racing across the countryside on her horse. Merida is a very brave, daring girl who does not fit into the ‘typical’ princess role. Merida is very short tempered, as she does things without considering the consequences her action can lead to.

Elinor

Queen Elinor is initially, a very strict figure in Merida’s life. She demands Merida to follow the rules and behave like a princess but Merida is not interested in that lifestyle. This causes a strain between the mother and her daughter. Elinor is a very elegant lady and also she takes care of the kingdom. She deals with the more diplomatic problems and this show that Elinor has the capacity to be good leader.

The Witch

The witch has knowledge in magic and uses the magic for her wood carver work. She owns a speaking crow, a moving broom and other abnormal wonders.



Figure 5.2 Characters from the Movie Brave

(C) FROZEN

Year of Release : 2013

Director : Chris Buck, Jennifer Lee

Produced by : Walt Disney Animation Studios

Genre : Fantasy Comedy

Elsa

Elsa is the most iconic Snow Queen, and she has complete control over cold temperature and the elements of ice and snow. With her abilities, Elsa can conjure up and shape various things from snow flurries to blizzards. Most of her powers are unleashed via her hands and controlled by her emotions. If she’s happy and at peace, her powers would be under her complete control. But if she is stressed or fearful, she loses control and causes great harm to those around her. Towards the end of the movie, it appears that she has gained more control over her powers.

Anna

Unlike Elsa, Anna is born without magic, thus lacking any sort of enchanted abilities. She relies solely on fearlessness and optimism to guide her through perilous situations. The love she harbours for her sister is so powerful, that in the song, “For the First Time in Forever”, she is seen dancing and subsequently flinging a bust with ease.



Figure 5.3 Characters from the Movie Frozen

(D) HOW TO TRAIN YOUR DRAGON 2

Year of Release : 2014

Director : Dean DeBlois

Produced by : Dream Works Animation

Genre : Fantasy Action

Valka

Valka is a true expert on dragons and their behaviours. Valka starts her life by protecting the dragons. She has more contacts with dragons than with human beings. Valka is strong and uncompromising in her belief. She also makes most dragons calm down through simple gestures and it appears that most dragons feel comfortable in her presence.



Valka

Astrid

Figure 5.4 Characters from the Movie How to Train Your Dragon 2

Astrid

Astrid is a female Viking warrior. She is a striking, tough and strong personality. Astrid solely focused on training and war. Her sense of adventure and exploring is also apparent. She is generally playful and loves to goof around with her boyfriend Hiccup. Astrid has adopted an optimistic and relaxed outlook on life. Although slightly cheeky and overconfident at times, she is more emotionally secure because of her steady relationship with Hiccup.

(E) TINKER BELL: THE PIRATE FAIRY

Year of Release : 2014

Director : Bradley Raymond

Produced by : Disney Toon Studios

Genre : Animated Fantasy

Zarina

Zarina is curious and feisty dust-keeper fairy. She wonders at its endless possibilities and many magical properties.

She is the first pirate fairy and captain. She is not afraid to speak her mind. She is brave and cunning too.

Periwinkle

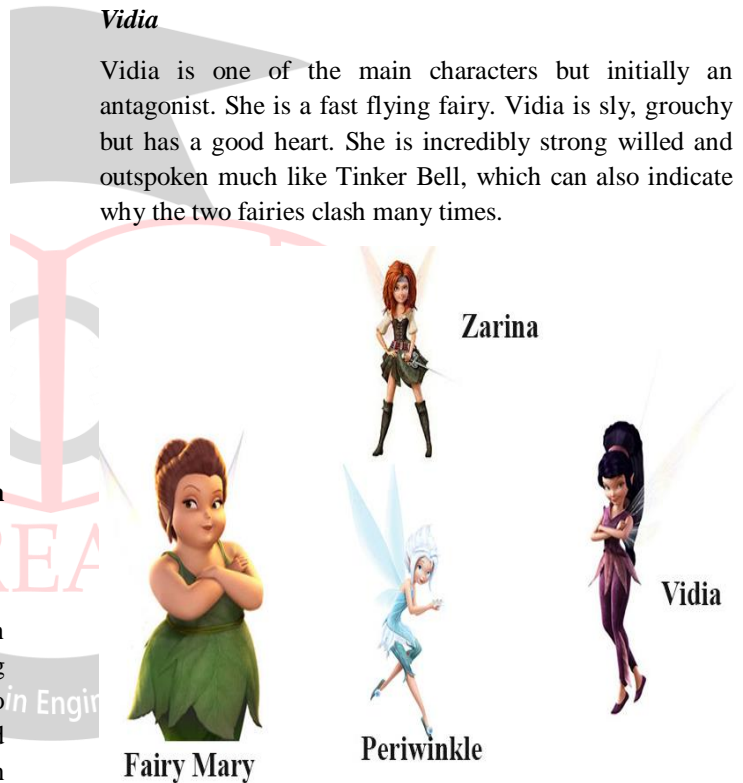
Periwinkle is the second and minor protagonist character. She is a frost talent fairy from the winter woods. She is seen ice-skating with her fellow winter fairies during the four season’s festival. She is curious and fun-loving fairy. Periwinkle is twin sister of Tinker Bell.

Fawn

Fawn is an animated talent fairy. She is a beautiful tomboy, full of mirth and mischief. She is the closest to Tinker Bell in personality and expresses her desire for her to be happy. Like all fairies, she is vegetarian because of her strong love for all animals and knows that eating animals is killing them.

Vidia

Vidia is one of the main characters but initially an antagonist. She is a fast flying fairy. Vidia is sly, grouchy but has a good heart. She is incredibly strong willed and outspoken much like Tinker Bell, which can also indicate why the two fairies clash many times.



Zarina

Vidia

Fairy Mary

Periwinkle

Figure 5.5 Characters from the Movie Tinker Bell: The Pirate Fairy

(F) INSIDE OUT

Year of Release: 2015

Director : Pete Dotter, Ronnie Del Carmen

Produced by : Pixar Animation Studios

Genre : Comedy-Drama Adventure

Riley

Riley was born in Minnesota. She grows up there as a cheerful young child, enjoying a life with more joy. After her father gets a new job, her family moves to San Francisco. Later everything is changed in Riley’s lives.

She starts feeling less of joy and more of disgust, fear and anger. Her parents try to find out what is happening to Riley but it ends up in a fight with her father. Finally, Riley tells her parents that she misses the old place and she left everything there. Her confession brings her family together and makes her sense of family strong than ever.

Joy

Joy is the engine. She keeps everyone moving and happy. She may be the most positive, but in many ways, she is the least flexible. Joy's goal has always been to make sure Riley stays happy. She is light-hearted, optimistic and determined to find the fun in every situation. Joy sees challenges in Riley's life as opportunities and the less happy moments as hiccups on the way back to something great.

Sadness

None of the other emotions really understand what sadness's role is. Sadness would love to be more optimistic and helpful in keeping Riley happy, but she finds it so hard to be positive. Sometimes it seems like the best thing to do is just lie on the floor and have a good cry. When joy has an idea, she tries to drag her down. She appears to be depressive most of the time, but there are a few instances where she is seen smiling.

Disgust

Disgust is highly opinionated, extremely honest and prevents Riley from getting poisoned - both physically and socially. She keeps a careful eye on the people, places, and things. Disgust always has the best of intentions and refuses to lower her standards. Disgust is very protective of Riley. She has high expectations from everyone around her and isn't very patient. Disgust is also very put together because appearances matter to her.



Figure 5.6 Characters from the Movie Inside Out

(G) MOANA

Year of Release : 2016
 Director : Ron Clements & John Musker
 Produced by : Osnet Shurer
 Genre : Adventure

Moana

Moana is an adventurous and compassionate 16-year-old who is struggling to find her true self. While her father, Chief Tui, pressures her to follow in his footsteps and lead their island one day, Moana is drawn to the sea. The people of her village are forbidden to go beyond the safety of the reef, yet the open ocean seems to beckon Moana. When her island is threatened by a terrible darkness, Moana breaks the rules and sets sail on an epic adventure to save her people and find the answers she's been searching for her whole life.

Gramma Tala

Moana's confidante and best friend, Gramma Tala shares her granddaughter's special connection to the ocean. Although her son, Chief Tui, is a no-nonsense leader, Gramma Tala most definitely dances to the beat of her own drum. She feels in her soul that the ocean has big plans for Moana. But, she won't reveal the legendary secrets of their way finding ancestors till the time is right.

Sina

Moana's mother always has her back. Playful, sharp and strong-willed, Sina appreciates Moana's longing to be on the water. But much like Tui, her hard-headed husband, Sina wants to protect her daughter from the fabled dangers beyond the reef. Above all, Sina trusts Moana to make the right decisions.



Figure 5.7 Characters from the Movie Moana

(H) LEAP

Year of Release : 2017
 Director : Eric Summer and Eric Warin
 Genre : Adventure / Family
 Produced by : The Weinstein Company

Felicie

Talented but an orphan, she clings to her dream of becoming a ballerina dancer. She is determined to do everything possible to make her dream happen. She does make some poor decisions, but eventually emerges out

successful. At a point of discouragement, Felicie recalls an encouraging counsel from her mother in her dream: “If you never leap, you’ll never know what it’s like to fly”. This helps her follow her dream.

Odette

She plays a significant mother-like role in honing Felicie’s ballet skills. She is mostly patient with the very headstrong Felicie. She proves to be a deeply committed friend and mentor to Felicie.



Figure 5.8 Character from the Movie Leap

Felicie

The animation movies have both male and female characters but male characters are always in the lead role. Even if the female characters have lead role, the male characters still have an equal importance in their role. The number of male characters is more than female characters. But the good thing in these films is that the majority of the female characters are portrayed in positive role.

Table 1 Analysis of Female Characters’ Role/Position and Appearance

S. No.	Name of the Character	Name of the Movie & Year	Role/Position	Appearance
1.	Rapunzel	Tangled (2010)	Princess	Long, magical golden hair. Fair skin with blush, large nose and bright green eyes
2.	Gothel	Tangled (2010)	Antagonist	Sagging skin, covered in multiple wrinkles and marks. Thinning hair with pale grey strands
3.	Merida	Brave (2012)	Scottish princess	Slender, pale skin, round face, light freckles, rosy cheeks, pink lips, long curly red hair, blue eyes
4.	Elinor	Brave (2012)	Scottish Queen and wife of King Fergus.	Slender, fair skin, long brown hair with a grey streak, epicanthic brown eyes
5.	Witch	Brave (2012)	Witch	Short, grey hair, bulbous gold eyes, elderly, a very wrinkled face, sagging cheeks, very thin lips, large ears, large curved prominent nose
6.	Elsa	Frozen (2013)	Princess of Arendelle, possesses Cryokinetic powers.	Tall, slender, blonde hair, blue eyes, a small nose, and very pale skin with a light dusting of freckles
7.	Anna	Frozen (2013)	Younger sister of the princess	Square-shaped eyes, circular, button-type nose, thin, most likely painted lips, two braids, of strawberry blonde hair
8.	Valka	How to Train Your Dragon 2 (2014)	Wife of Stoick Blue and mother of Hiccup	Blue coloured eye, red hair and pale skin, slim figure. Chiselled jawline and prominent forehead
9.	Astrid	How to Train your Dragon 2 (2014)	Female Viking warrior and Hiccup’s girl friend	Slim figure and has blonde hair with braided ponytail and blue colour eye
10.	Zarina	Tinker Bell and the Pirate Fairy (2014)	Skilled and inquisitive dust keeper fairy. The first pirate fairy	Small, slender, hand-sized, fair Tinker fairy skin, pudgy face, pointy ears, rosy and water cheeks, pink lips, blonde hair in a bun, blue eyes, clear wings
11.	Fawn	Tinker Bell and the Pirate Fairy (2014)	Animal fairy Light fairy	Fair freckled skin, light brown braided hair, amber light fairy eyes, pointy ears, clear wings on her back

S. No.	Name of the Character	Name of the Movie & Year	Role/Position	Appearance
12.	Vidia	Tinker Bell and the Pirate Fairy (2014)	Fast-flying fairy tinker fairy	Small, slender, beautiful, fair skin, rose lips, long purplish-black hair tied to a high Ponytail, lavender eyelids, grey eyes, pointy ears.
13.	Periwinkle	Tinker Bell and the Pirate Fairy (2014)	Frost fairy winter fairy	Small, slender, hand-sized, pale fairy skin, white frosty up-do, icy blue eyes, pointy ears, clear wings on her back
14.	Riley	Inside Out (2015)	12 years old student	Slender, fair skin, shoulder-length dirty- blonde hair, blue eyes, gapped teeth
15.	Joy	Inside Out (2015)	Leader of Riley's Emotions	Glowing, tail, slender, light amber skin, salmon pink lips, pixie cut sky-blue hair, azure blue eyes
16.	Sad	Inside Out (2015)	Deuteragonist	Chubby, light blue skin, shoulder-length dark blue hair, sapphire blue eyes, buck teeth, thick dark purple round glasses
17.	Disgust	Inside Out (2015)	One of the five emotions	Slender, light green skin, shoulder-length dark green hair, long dark green eyelashes, emerald green eyes, orchid pink eye shadow, orchid lips
18.	Moana	Moana (2016)	Daughter of the Chief of Motunui Village	Slender but muscular, medium brown skin, Long wavy hair, big brown eyes and thick eyebrows, full brownish thick lips
19.	Gramma Tala	Moana (2016)	Grandmother of Moana, Keeper of the ancient stories	Slender and bent shoulder, stooping stature, grey hair, big eyes and a smiling face
20.	Sina	Moana (2016)	Moana's mother, wife of the Chief of Motunui	Slender, dark skin, long black wavy hair plaited and decorated with flower, big brown eyes but thin eyelashes
21.	Felicie	Leap (2017)	An orphan, dreams of becoming a ballet dancer	Slender, button-type nose, thin, strawberry braided blonde hair
22.	Odette	Leap (2017)	Ballerina in the past, teaches Felicie Ballet	Tall, Slender, thin, long sharp nose, chiselled jawline, dark brown hair

The above table describes the female character's appearance. Outlook or physical appearance of the female character is the very important. Most of the female characters are tall, slender and fair skin. All female characters in these animated movies are in respectable and hold prominent positions.

Table 2 Analysis of Female Characters' Lifestyle and Attributes

S. No.	Name of the Character	Name of the Movie & Year	Lifestyle	Attributes
1.	Rapunzel	Tangled (2010)	Painting, cooking, candle making reading, brushing hair playing with her pet, singing	Spirited, daring and determined young woman.
2.	Gothel	Tangled (2010)	Magical attributes, relying solely on her intellect to achieve her ambitions	Possessive and selfish.
3.	Merida	Brave (2012)	Archery training with -her father	Headstrong and free spirited.
4.	Elinor	Brave (2012)	Sewing tapestries	Strict, stubborn caring, protective and intelligent.
5.	Witch	Brave (2012)	Witch, woodcarver	Eccentric, dramatic, mysterious, and absentminded.
6.	Elsa	Frozen (2013)	Spent her entire life hiding, isolated in a room with fear	Emotional anguish, hiding, isolated, lack of self-

S. No.	Name of the Character	Name of the Movie & Year	Lifestyle	Attributes
				confidence, fear, depressed and scared.
7.	Anna	Frozen (2013)	Running around the castle playfully, & spending all of her time alone	Caring, charming, lovely, fearless and devoted.
8.	Valka	How to Train Your Dragon 2 (2014)	Dragon protector	Strong, passionate, incredible and fearless
9.	Astrid	How to Train Your Dragon 2 (2014)	Patriotic dragon rider & warrior	Tough, striking, and beautiful
10.	Zarina	Tinker Bell and the Pirate Fairy (2014)	Experiments with all types of coloured pixie dusts	Determined, roguish, ambitious, not afraid to speak her mind and kind
11.	Fawn	Tinker Bell and the Pirate Fairy (2014)	Paints the lady bugs and helps the insects	Feisty, clever, energetic, wily, humorous, prankish, tomboyish, selfless, and caring
12.	Vidia	Tinker Bell and the Pirate Fairy (2014)	Being the best of the best, super-speed, air and wind, antagonist	Sly, vindictive, jealous, vain, grouchy, short-tempered, and serious
13.	Periwinkle	Tinker Bell and the Pirate Fairy (2014)	Protagonists, sled-riding, snowball fights, making snowmen & Igloos	Curious, fun-loving, bubbly, adventurous, caring, sisterly, warm, and friendly
14.	Riley	Inside Out (2015)	Plays Ice hockey	Fun loving, honest, cheerful but prone to outburst of anger, optimistic, emotional, sensitive, and sentimental
15.	Joy	Inside Out (2015)	In charge for Riley's happiness	Happy, jolly, energetic, excitable, sweet, carefree, and fun-loving
16.	Sad	Inside Out (2015)	In charge for Riley's sadness	Depressed, gloomy, nervous, helpful, gentle, negative, sensitive, and insecure
17.	Disgust	Inside Out (2015)	In charge for Riley's disgust	Indifferent, snarky, easily disgusted, annoyed, sarcastic, and superficial
18.	Moana	Moana (2016)	Chief-in training, voyaging	Headstrong, strong willed, practically fearless and physically capable. Has moments of self-doubt. Takes pride in herself. Stubborn and unwilling to give up
19.	Gramma Tala	Moana (2016)	Dancing, voyaging and telling stories	Wise, Spirited, Eccentric and independent, mischievous and playful, believes in the concept of "listening to your heart", supportive and trusts Moana
20.	Sina	Moana (2016)	Helps her husband in solving the crises of the village.	Playful, sharp, strong willed, supportive, warm, nurturing, and selfless
21.	Felicie	Leap (2017)	Dances	Determined, strong willed, with a never give up attitude
22.	Odette	Leap (2017)	Works for Opera and restaurant, teaches Felicie to dance Ballet	Supportive, stern, very talented, kind and helpful

Table 3 Analysis of Animated Films Quantitatively

S. No.	Name of the Movie	Male and Female Dominance	No. of Female Positive Portrayals	No. of Female Negative Portrayals	Running Time / Certificate
1.	Tangled	1/2	1	1	100 minutes / PG
2.	Brave	3/3	3	1	93 minutes / PG
3.	Frozen	3/2	2	0	102 minutes / PG
4.	How to Train Your Dragon 2	3/2	2	0	98 minutes / PG
5.	Tinker bell	5/8	8	0	74 minutes / PG
6.	Inside out	3/5	5	0	94 minutes / U
7.	Moana	2/3	3	0	103 minutes / PG
8.	Leap	1/4	2	2	89 minutes / PG

The above table shows that every animation movie has both male and female characters but male characters are always in the lead role. Even if the female characters have lead role, the male characters have equal importance in their role. But the good thing in these films is that the majority of the female characters are portrayed in a positive role.

VI. SURVEY RESEARCH ON PARENTS AND CHILDREN

This section deals with survey research on parents and children.

(A) SURVEY ANALYSIS - PARENTS

Survey method was adopted with parents of children between the age group of 5 to 10.

Necessity of Animation

Seventy five percent of parents said animated movies are necessary and the remaining 25 percent of parents said that animated films are not necessary for the children.

Outdoor Games Vs Animation Movies

From the survey results, nearly 70 percent of respondents said that their children preferred animated movies than outdoor games and the remaining 30 percent parents said that their children preferred outdoor games only.

Hours Spent on Watching Animation Movies

From the survey, almost 58 percent children spend more than 2 hours in a day for watching animated movies. Twenty four percent of parents said that their children spend a minimum of 2 hours and the remaining 18 percent spend less than 2 hours in a day for animated movies.

Parents - Children Watching Movies together

Almost 58 percent of parents said they don't sit with their children while watching animated movies and the remaining 42 percent of parents said they watch together.

Knowledge Gained from the Characters

From the respondents, almost 34 percent of children learnt about fashion from their favourite female character and 35 percent of respondents learnt self-confidence and 19 percent of respondents learnt to be caring and 12 percent learnt curiousness from the female character.

Behavioural Changes

From the response, nearly 60 percent of the respondents think there is a behavioural change in children after watching animated movies and remaining 40 percent say there is no change in children behaviour.

Effect on the Real Characters

From the respondents, nearly 68 percent of the parents said children's character is affected and the remaining 32 percent of parents said there is no change in the character of their children.

Influence of Animated Characters

From the result, almost 75.6 percent of parents said they noticed they are influenced by the characters and the remaining 24.4 percent of parents responded in negative.

Reaction of the Parents towards Animated Behaviour

Maximum number of respondents seemed to be reacting in a negative way with respect to the animated behaviour of their children. 41.5 percent of parents said they get irritated when their children frequently behave like animated characters, 31.55 of parents feel uncomfortable and 22 percent of parents said they enjoy their acts. Five

percent of them however, said they felt disgusted when the children repeatedly such actions.

Restriction on Genre

From the result, around 68 percent of parents said they don't restrict to any particular genres in animated movies. Seven percent of parents restrict the gender based movies. 7 percent of respondents refuse to allow love based movies and 4.6 percent of parents claimed of not allowing the children to watch action movies. The remaining 7.4 percent chose other genre options.

Mannerism Followed by the Children

As expressed by the parents, 55 percent of the children tried imitating the animated character's dresses. 20 percent followed the walking style and 15 percent of the parents said that their children followed other mannerisms. Only 5 percent of children followed the thoughts and speeches of the animated characters.

(B) SURVEY ANALYSIS - CHILDREN

In order to understand the impact of these animated movies among the children, the researcher selected girls in the age group of 5 to 10 and conducted a survey method to know the results.

Animation Movies Genre

From the respondents, around 50 percent of them said they liked fantasy movies and 28 percent liked adventurous animated movies. Twelve percent liked action movies and 10 percent of the children preferred animated movies with comedy as the theme.

Content of the Movies

Forty six percent of the children watch the movie because of the visuals and 28 percent of the respondents watch because of the song / lyrics / dance. Twenty four percent of the children like the movie's dialogues and remaining 12 percent like various other aspects of the movie.

Favourite Animated Movie

From the survey, nearly 33 percent of the children favourite animated movie is Frozen, 22 percent of the children favourite animated movie is Tangled, 15 percent favourite animated movie is "How to Train Your Dragon 2", "Brave" is favourite film for 11 percent of the respondents. Eight percent of children favourite movie is Leap and 6 percent of children favourite movie is the Moana, and 4 percent tinker bell series and remaining 1 percent said inside out.

Values Learned from the Movies

From the survey, almost 40 percent children learned about friendship. 36 percent of parents said their children learned about siblings love and family relationship. 11 percent Children learnt about both courage and saving

environment and 2 percent children claimed to have learnt other positive values which were not listed in the options.

Favourite Animated Female Characters

From the response, nearly 50 percent of children seemed to like the characters Elsa, Anna and Rapunzel. Twenty percent liked Merida's character. 15 percent liked the character Moana and 10 percent liked Valka and Felcie. The other minor female characters are liked only by 5 percent of the respondents.

Aspects Learnt from the Female Characters

Forty percent of children claim to have learned fashion, 20 percent of children learned self-confidence and curiousness. 15 percent of children learned to be caring from the characters and the remaining 5 percent of children learned various other good aspects.

Reasons for Liking Female Characters

From the survey results, around 40 percent of the respondents liked the female character's attires and 20 percent liked the character because of the behaviours. 20 percent liked the female character because of only the physical appearance and remaining 20 percent liked the female character just because of the female lead role.

VII. FINDINGS

This research was started with the thought of studying the representation of female characterization in Hollywood animated films, which had a female lead role and were released between 2011 and 2018. Based on this consideration the parameters were analyzed. The research findings show that female characters are portrayed in a positive way and main concern are given for them.

- Most of the women characters in animated films have positive characteristic features.
- Male characters are witnessed to be often outnumbering women characters even in animated films. Women characters portrayed as strong and powerful in some animated films are emotional and caring too.
- In the recent era films, women characters are able to find the solution and get rid of the problems on their own.
- The Hollywood animated movies released from 2011 to 2018, shows that women characters are not dependent on the male characters.
- The movies dialogue, song lyrics, dance movement and characters' attributes influence children to a large extent.
- Disney princess breaks the stereotype of the damsel in distress waiting for the prince to rescue her and eventually dreaming of marrying the prince after love at first sight.
- Most of the animated movies do not have any antagonist role. Instead, they create plots that are different from the usual concepts.

- Most of the animated movies have a child's character as it is easier to convey the messages to children through the words of a child
- Last five years of animated films prove that intelligence of female characters is more important than the female appearance.
- Children spend more time in watching animated films. Parents also allow them to watch because it has a positive influence on children's behaviour.
- The replication of animated characters affects the real character of children. And in most cases, parents can notice those changes.
- Children constantly behaving like an animated character make their parents uncomfortable.
- Most of the children like the female character because of the costume. They follow the style of clothing and accessories of their favourite animated female characters.
- The majority of the parents said there is a positive behavioural change in their children after watching the animated films. So they do not restrict or refuse the children from watching any kind of genre in animated movies.

VIII. RECOMMENDATION

The paper analysed the representation of women characters in animation movies and their influence on children. Content analysis has been done to understand the stereotypical representation of women and survey was conducted to study the influence of such stereotypes on children.

- The study could further be enhanced by conducting surveys also to analyse the representation of women. This would help one get an objective result. While content analysis is often subjective, the data collected via survey would help the researcher find an unbiased objective result.
- Further, a comparative study could also be conducted between children and adults to understand the level of influence such movies have on children and the impact it leaves while growing up. This would further help in understanding the role such movies play in character building. The perception of adult, the way he/she looks at the world is an outcome of the ideologies implanted in his/her childhood.
- The study could be broadened by including boys in the survey. It is very important to analyse the influence these representations have on boys. This leaves a greater impact on the attitude boys develop towards girls.

IX. CONCLUSION

This study shows that, there has been a greater shift in presenting women in animation movies. Women are

projected to be independent and self-reliant. Though male dominance in terms of screen presence still exist, the trend indeed is changing in terms of women being represented as equally strong and intelligent. Most of the female characters in animated films are portrayed in a positive manner. The male characters do outnumber the female thereby attempting to show that female is beneath the male. These images gradually affects children's mind. It influences the attitude of the children and they tend to grow with these outlooks in future. This kind of representation could convey misleading messages to the children in the society. Young girls might start believing themselves to be weaker. However, the stronger the female characters are projected, the better the influence would be.

On the whole, the study reveals that the girls from the age group of 5 to 10 get influenced by the animated films. Parents also agreed that their children's behaviours also changed after watching these films but they are influenced mostly in positive ways. Mass media is one of the major tools for moulding the gender behaviour of young children. The under-representation and stereotypical representation of female characters should be avoided. In media, there should be a balanced representation of gender characters in the animated films so the children should socialize them effectively and positively in the society.

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