

# Media Literacy in Entertainment for Children: The Fantastic Case of Doraemon in India

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Neha Hooda

University of Debrecen, Hungary

# BRIEF SUMMARY

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- Media consumption preferences of children in the age group of 8 to 13 years in India
- Based on research conducted between Sept 2017 - 2018
- Understand how media impacts everyday life for children on the basis of content they watched
- Interacted with 201 girls and 249 boys
- A total of 200 programs were sampled of which the case study elaborates on the top 5 programs popular between boys and girls.
- Today I will talk about 1 such program: **Doraemon :-)**



*DORAEMON: The Gadget Cat from the Future  
Telecasted in India since 2005 on Disney Channel*

# WHO IS THIS CAT?

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- Robotic cat who travels back in time from the 22nd century to help Nobita
- Keeps several gadgets (from the future) in his four-dimensional pocket
- Best gadgets: *Bamboo-Copter & Anywhere Door*
- Key characters - Doaremon, Nobita, Shizuka, Gian and Suneo
- Originally aimed at children in the ages of 3 years to 8 years
- The series is over 40 years old and still popular in Asia

# CULTURAL SIGNIFICANCE OF DORAEMON

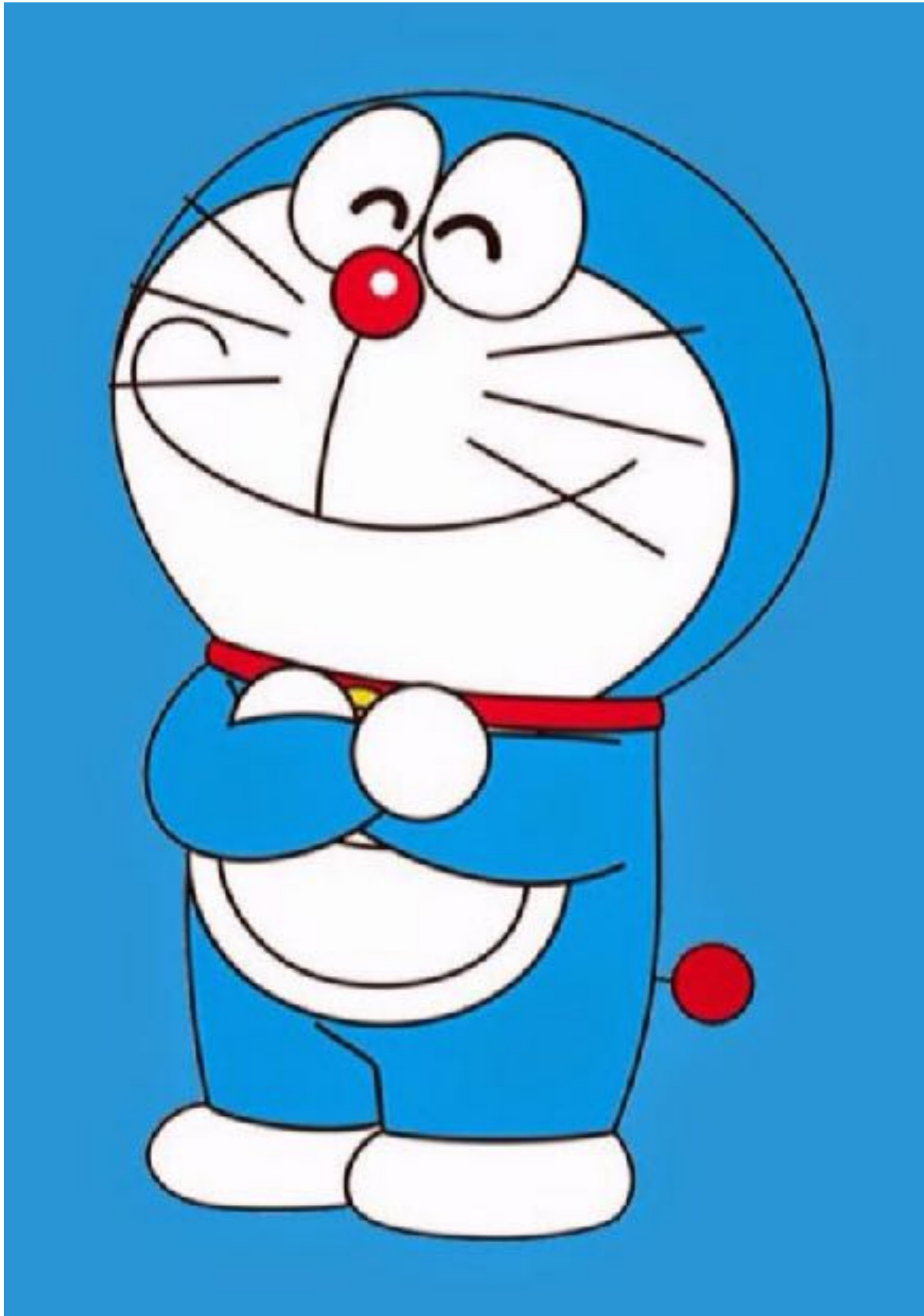
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- "The Cuddliest Hero in Asia": Time magazine chose Doraemon as one of the 22 Asian heroes for the special issue of *Asian Hero*
- In 2008, Japan appointed Doraemon as nation's first "anime ambassador"
- The Fujiko F. Fujio museum in Kawasaki showcases Doraemon as the key hero

# TIMELINE OF DORAEMON

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- 1969: Written by Fujiko F. Fujio & first published as a manga comic
- 1973: First edition - 26 episodes broadcasted as an animated series for the first time on Nippon TV in Japan
- 1979 - Second edition - 1787 episodes in addition to 30 special episodes
- 2005 - Third edition - 531 episodes and counting
- Currently the 14th season of the 2005 version is going on
- Doraemon franchise came to India in 2005 with Hungama TV
- Dubbed versions of the 1979 as well as the 2005 editions
- Since 2010, 24 Doraemon films released in India with the latest one on 19th October 2018
- 2016 : Amazon Prime Video India - exclusive streaming partner for Doraemon



# RESEARCH FINDINGS

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## ➤ **Choice of Program**

- Title and description of the show
- The number of ad breaks
- The plot

## ➤ **Medium of Watching**

- Portability
- Screen size
- Interactivity

# KEY PHRASES

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## ➤ **Program Description**

- Brand New, Heroic Tales
- Enthusiastic Hero, Warm Heart
- Ready for a Challenge, Save the Day
- Life is Changed Forever
- Legendary Tragic Life of Nobita
- Endless Supply of Futuristic Gadgets
- Doraemon's Fourth Dimensional Pocket



# GADGET CAT FROM THE FUTURE

**DORAEMON**  
*Gadget Cat from the Future*

**COMING THIS SUMMER TO**

**Disney**



TM

# INDIAN VS FOREIGN ANIMATION

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- Nobita from *Doraemon* - a negative influence
  - cry baby, bad at academics, dependent
- *Chhota Bheem* - a positive influences



- Helpful, strong, independent
- Highly relatable - Doraemon

# GENRES & THEMES IMPORTANT FOR CHILDREN

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- Genres - Humour, Magic, Fantasy, Adventure
- Themes - Academic Pressure, Parental Pressure, Peer Pressure, Body Shaming, Bullying and Corruption
- Desire - Magical Powers
  - Devices to enter a world without academic stress,
  - Animal rights in practice
  - Help people
  - Eat good food and travel to new places using magic doors

# NEW AGE MEDIA LITERACY

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- A definition of 21st century literacy offered by the New Media Consortium is “the set of abilities and skills where aural, visual, and digital literacy overlap. These include the ability to understand the power of images and sounds, to recognize and use that power, to manipulate and transform digital media, to distribute them pervasively, and to easily adapt them to new forms (Jenkins et al., 2009, p. 28).
- Literacy about the power and reach of the medium
- Literacy about the content that the medium carries

# CONCLUSION

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- Observe and learn from their favourite characters
- Feel equipped to face the challenges that they encounter in everyday life
- Several of their responses are impacted by and are a reflection of the media diet they feed on
- Media - as communication and reflection
- In many ways TV programming is like a gigantic mirror that holds up what we want to see of ourselves... (Berman, 1987, p. 12)
- Story of *Doraemon* - limitless experience
- Experience unlimited creativity
- Induces a sense of adventure and mystery

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