

PERCEPTION OF CARTOON CHARACTERA IN ANIME'S REGARDING THEIR GRAPHICAL STYLE AND TRAITS

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Extended Abstract

With time the fascinating world that surrounds anime has contributed to its rise to popularity as a genre. The study that followed examined how viewers' perceptions of anime cartoon characters' traits and behaviours are influenced by the physical characteristics of these characters, including their eyes, noses, mouths, bodies, clothes, attitudes, and colours. This thesis will also examine topics including what anime is, its brief history, anime colour, genres and subgenres, and graphic meanings. Anime is a type of animation that has its roots in Japan and is renowned for its vibrant and dynamic images. It often features lively characters and exciting plots with futuristic or fantastical elements (Dictionary.com, n.d.). Anime began when Japanese filmmakers experimented with animation techniques brought by France, America, Germany, and Russia at the beginning of the 20th century. A two-minute film from 1917 depicting a samurai testing a new sword is the earliest known anime (Arısalı, 2010). Many people have a common understanding of how colour is perceived, and this understanding is typically entwined with cultural traditions. Depending on the exact content that colour is associated with, colour can have symbolic meanings that are shaped by both internationally recognised concepts and ethnic conventions (Cheng, 2009). If you enjoy watching anime, you are

aware that each episode features a distinct set of genres. When it comes to anime, there are many genres to choose from. Action, adventure, comedy, drama, slice of life, fantasy, magic, supernatural, horror, mystery, psychological, romance, and sci-fi are just a few (Cheeky Kid, 2023). Brenner states that in order to preserve the integrity of the work, a creator may choose to omit some of the more prevalent distortions used in emotional expression; however, many artists use these strategies even when creating intense dramas. Artists use these perspective changes to convey ideas quickly. Sweat drop, pulsating vein near forehead, blush, prominent canine tooth, dog ears or tail, drool, and ghost floating away from the body are a few examples of these symbols. Snot bubble, shadow across the face, glowing eyes, nosebleed, snow/ice, and a chibi/extremely disfigured figure (Brenner, 2007). Even though it has long been the focus of research, computer-animated characters with distinguishable facial features are still used in anime. This study dived and examined which parts of these characters' appearances affect how people understand their actions, these appearances could include the eyes, noses, mouths, bodies, clothes, attitudes, and colours of the characters. Researchers looked into the psychology, communication, and media literature on interactions with media celebrities that are para-social, or one-sided, to explore the mechanisms behind the anthropomorphism of popular TV characters. Researchers investigated the hypothesis that the way viewers perceive certain television characters influences how authentic they seem. Certain facial traits have been found to regularly influence people's perceptions of personalities and appeal to real faces; however, it is not yet known whether these findings translate to people's perceptions of virtual characters. This paradox appears to be the central idea behind the abstract graphic narrative. Readers will have to look for and construct these existents and actors from the materials abstract comics provide if they are to continue as visual texts. The interpretive paradigm-based qualitative methodology used in this study was employed, and an electronic survey was used to gather data. To this end, the perception analysis method was used to show images of cartoon characters to two hundred participants and ask questions about them. Finding out if wider human

faces have been linked to aggression and power would make sense, as research on virtual characters has suggested the opposite tendency but has been limited by exaggerated features. From our finding results so far it is clear that the 'facial features' of the character used in the electronic survey using 'Reddit' a forum social media for this study that had a total of 186 participants proved that the facial features of these characters are the most popular trait that was affecting the viewers perception of the characters, the facial feature trait had a 41.2% percentage with a total number of four hundred and five votes for it, making it the most popular category by a margin with the 2nd feature being clothing only being one hundred and four total votes, additionally four anime cartoon characters were used in this study, three of them was 'good' and only one of them was a 'bad' character but the participants assumed only the first character was good and the other three was bad just because of their appearance. The study's conclusion informs us that, depending on the viewer's prior experience with anime cartoon characters, various features and traits of these characters influence the viewer's perception, these could again include what was mentioned above, the eyes, nose, mouths etc.

Keywords: Cartoon characters, Computer animated characters, Facial features, Personal traits, Virtual Character.

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