

NEWS THROUGH ANIMATION ENTERTAINMENT: A STUDY ON 'SO SORRY' POLITOONS

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Abstract

News is valued by the way it is presented to the readers, listeners, viewers in various medium like print and electronic space. Medium play remarkable role in expanding the reach of news to the society. Animation has an effective mechanism with imagination to communicate globally through Information, Education and Entertainment. Politoons is a term arises from the word political cartoons in which the illustrations represent the political current events with the personalities. Politoons give an approach to build a perceptiveness among public about their politicians and their principles. This study states that how the news content and value has been transformed into animation by creating a visual with the help of various elements like characters, sound, objects, symbols, etc... It also speaks about how the news channels are using animated characters as a new medium to transfer the information to the viewers.

Key Words: Animation, Politoons, News Value, Medium, Politician

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Introduction

News is the selective information shared through various medium to a single, group or mass society. News can be analyzed with various methods according to its value. News is transferred in various channels like News Paper, Radio, and Television. New techniques in providing news to the mass increase the new opportunities for the journalist to work better, more capable and skilled. Charles A. Dana, editor of the New York Sun, has his eye on his readers when he defined news as “anything that will make people talk”. Quality of news differs according to timeliness, proximity, performance, consequence, rarity and human interest. To get more understanding on news and its value Ganett newspaper editors creates a News Pyramid to attract the readers, this pyramid will also accepted as a model of Politoon news.

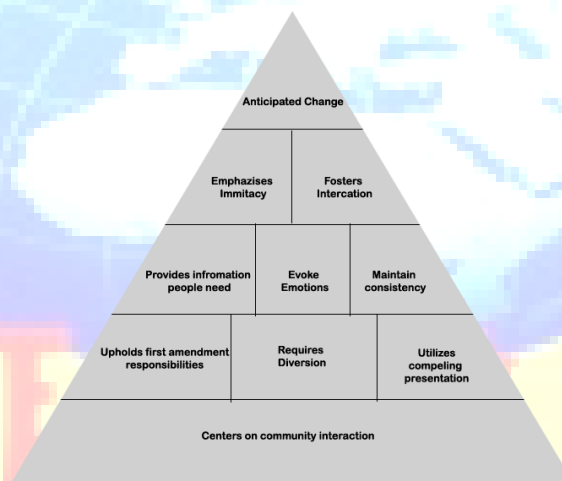


Figure1: “The New Pyramid” developed by the Ganett Newspapers through its news 2000 project should what Ganett editors that’s newspaper must do to attract to keep readers

Transformation of News content through New Medium:

Animation reforms the static object to become alive with an appropriate tool. It is a visual transformation of news content with animated cartoon character referred as Politoons. Animation has its power with its motion to communicate with the viewers. To deliver a good and creative work of Politoons some principles should be followed while creating a character for animation. It is possible only with biological phenomenon called as *persistence of vision* and with

psychological phenomenon called *Phi*. Animation and the characterization of the real politician in Politoons catch the eyes of the audience and make things noticeable. At early day the cartoon representations in the news paper on political news and other important articles get more popular among the readers for its illustrations. Today the trend gets changed based on the transformation from print to electronic, this Politoons get transformed to the art of animation with the character development based on the story content.



Figure 2: Illustrated Political Cartoon in New paper Animated Politoon Character on Modi in Visual Form

Courtesy: India Today News Paper and Headlines Today

The two images shown in the figure 2 shows the representations of the story of two different issues in the politics during election. This News was published in Same News room in various Print and Visual medium to improve their viewer and readership. Both the images are represented in the form of cartoon, but it differs in the way of reality with the character to reach public. Animation Industry gets fastest growing USD 2.9 billion by 2015 from the present USD 1.8 billion. "India's animation industry has immense potential to grow and it is estimated to grow to USD 2.9 billion by 2015 from the present USD 1.8 billion. Now the Medium (animation) used in various fields like film, gaming, education. This medium was now successfully used in presenting the news by various news channels. Among them India Today group make this attempt success by creating a Programme series name "So Sorry". It gets more viewers in India on knowing the current political situations in India. It shows current issues in the base of story content with characters. Unique approach of news elements through animation make India Today group to won BAF Award for the year 2014 in the open category in animation. India Today

Group's cutting-edge animated video cartoon series 'So Sorry' received yet recognition by winning the BAF 2014 award in the Open category. The series has effectively been illustrating the lighter side of politics in the action-packed election season. Humor and wit that reflect on the current political drama in the nation is an awesome reflection on the public sentiment."

So Sorry Politoons Series

"So sorry" is a concept based on a animated political leaders characterized in a hilarious manner. India Today Group's cutting edge animated political satire series So Sorry has bagged yet recognition by sweeping the FICCI BAF 2014 award in the open category. This Innovative transformation technology paves a new path towards delivering story content and news to the society. This makes the News organization to earn the economical growth among their competitor.

Review of Literature:

According to Gerard Guthrie in the book Basic Research Methods defined that Literature review is one of the important component which analyze the relevant publications towards the research topic. Logan says "But as we know, technological innovation has changed how we create, disseminate and consume news — animation is but one of those technological innovations.

"The rules of journalism haven't changed. What has changed is how technology including the tools of animation is being applied to the craft of journalism." And it will continue to change.

Adoption of technology was carried out for the business of the News Organizations and their Profit. At first the emergence of online e paper for the vernacular newspapers changes the readers' attitude of reading news in online.

Researcher Trombly (2002) found that just over half of 170 online newspapers showed a slight profit in 2001. According to Robertson (2005), newspaper subscriptions are decreasing, because consumers are realizing they can read the same content online for free.

Benefits of adopting techniques in delivering News

New technologies attract audiences to the news industry. For instance, the interactivity of social media is transforming the way consumers receive and participate in the news (Gleason, 2010). According to Bly, audience interaction via social media could be the “new ‘big thing’” (Bly, 2010)

Animation is undeniably a fast-growing industry, and the conversation around its presence in the news has increased over the last few years according to Toni-Ann Gardiner - Toni-Ann is a native New York-er who works for Reuters News Agency in their article on Top Three reasons to animate News.

Politoons brings the issue and the news content elaborately with animation principles to make the news readers to transfer into news viewers through infotainment

Theoretical framework and Methodology

Research is a common term which indicates the search of knowledge. Research is of various types like experimental, scientific, systemic process. There are several methods which involve getting an idea on the problem in the research. Methods always give a flexibility to identify the problem to conclude the solution. According to this, the study “News through animation Entertainment” starts with some methods using a theoretical framework.

Statement of the problem

This Study states that how the news content and value has been transformed into animation by creating a visual with the help of various elements like characters, sound, objects, symbols, etc... It also speaks about how the news channels are using animated characters as a new medium to transfer the information to the viewers.

Research Questions:

- How animated Politoon are getting popularity as news medium?

- In what way Politicians are represented as characters with their appearance in the society?
- How the content of the story or news are handled during transformation from print to visual?
- Whether the techniques and new medium improve the communication process?
- Whether Politoons creates an influence in the politics during elections?

Hypothesis

- Animated Politoons are getting popularity as a news medium.
- Characters of the “so sorry” animation programme are the reflection of Indian politics’ daily scenario.
- The animated visual reaches audience easily than newspaper.
- Animated Politoons effects the voting decision during election.

Methodology:

Qualitative method of research is carried out through analyzing the content. To prove that News is getting more entertained through animation the researcher chooses 50 animation videos of so sorry from their 63 releases till the date. Simple random sampling method is conceded in selecting the samples for the research. Coding sheet has been drawn to identify the variables for the data analysis. Survey method was adopted and conducted among 100 respondents in the Madurai district to know about their views, popularity and influence of Politoons during elections and to identify the growth of Politoons as a new medium of delivering news to mass. While studying about the content and the story development of the Politoons and characters created in the series so sorry, the developers selected the story content of their own on the basis of Gate keeping method according to the ethics of the concerned news organization.

Data Analysis and Findings:

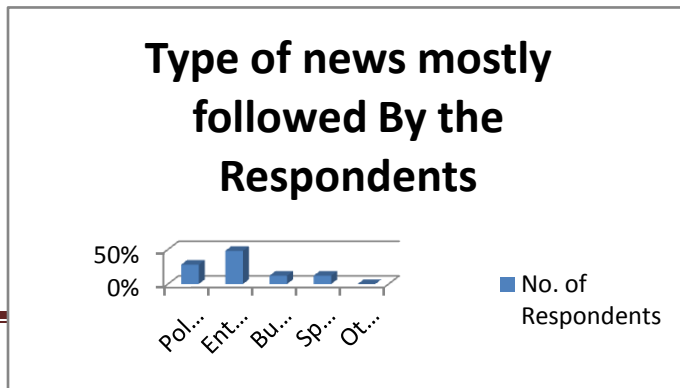
The Survey and content analysis was conducted to know the value of news content in animation

Content Analysis:

Content analysis was accomplished with coding sheet. Six Coding sheets are prepared on the basis of variables and the research questions. 25 series of So Sorry was viewed and analyzed Findings of the content analysis were given as follows that around 65% – 70% of the program was created based on the events happens and which was printed by in daily newspapers. The content of the series has analyzed with a code sheet which denotes the core idea of the program with three variables like, education, entertainment and infotainment. As the result, So Sorry Politoons series are not to educate the public; its ultimate aim is to transfer the news towards infotainment to make the viewers to grab the information through the entertaining medium called “Animation”. The Principles of animation gets followed in various series to express the feel of comic representation of the characters. The emotions are articulated in the series and the background layout given in the series shows the real happenings in the politics.

Survey Analysis:

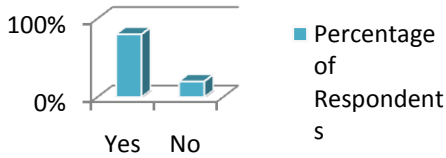
Survey questions prepared to question 100 respondents to know the impact of so sorry series as an animation series of Politoons. Charts are created for analyzing the responds to the questionnaire. Most of the respondents they have a tendency to watch animation movies which make them to view the series of Politoon program. The respondents here are very much familiar with the politicians of our country with their symbols and signs which they use as their political moves. A series of images are given to the respondents from so sorry to respondent to find the level of understanding the story plot of the content. Here around 80% of the respondents they get more familiar with the content of animation series “So Sorry”.



Maximum 28% of the respondents follow news regarding Political News, 48% of the respondents follow Entertainment news from various media sources and 12% of Business and 12% of Sports news was followed by the respondents

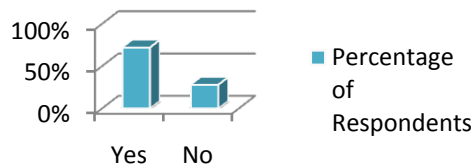
...al e-Journal - Included in the International Serial Directories
...s well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Viewers of political cartoons



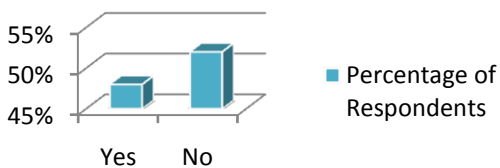
Mostly 80% of the respondents are familiar with the political cartoons otherwise called as Politoons in this research.

Viewers of animated political news in news...



Mostly the respondents of this study they are familiar with the social networking sites like Face book, twitter, and YouTube. 92% of the respondents in the study are preferred in using online sites.

Respondents watched "So Sorry Series" in video...

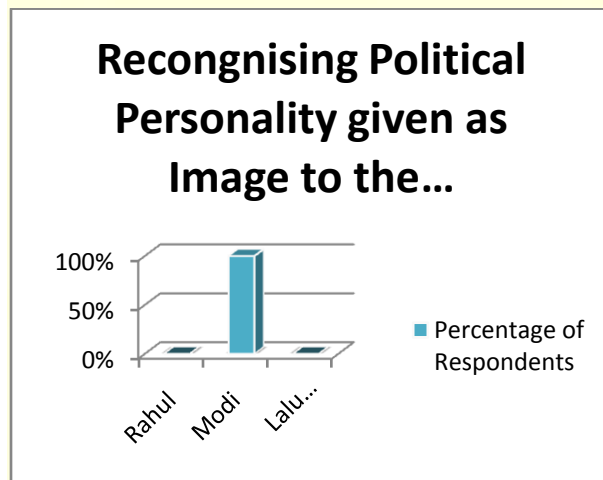


Around 72% of the respondents are familiar with the animated political news in online

So Sorry gets more popular in the Indian Parliament election, in which Times of India bring out the news content in an inspired outlet. 42% of the respondents watch so sorry series in video streams like YouTube.



Image Courtesy: Times of India



This image has been shown to the respondents to identify the political leader as a Politoon character. 100% of the respondents identified the person shown in the image. This show the charcter created in the Politoons resembles and become more accurate of living characters which make the audience or viewers to feel reality of the news.

Discussion and Conclusion

In so sorry series the characterization of the Political leaders gets accurate with their mode of color in dress, costumes which they prefer to wear, their party symbols. They have chosen the news or the story based on the sensation of the event which happens during the Lok Sabha election. Most of the series was created in the main focus on Modi, Aravind Kejriwal and Rahul Gandhi on their race in the election. In the characterization of Modi has created a huge response towards the viewers for the motion and the content how it delivers. Some series was designed based on the special vacation like Republic day, Holly, Valentine's Day to make entertained the viewers. Mostly these kinds of Politoons were created by the News Organizations to show their uniqueness in covering the news for their global market. Politoons play a real role

in transforming the meaning in the form of cartoon characters; in so sorry series it got well worked. Some series like “Importance of Onion” has conveyed a valuable content on hike of onion in the country and the situation was narrated in the series with pleasantry. Many social network sites get boomed and people they use many cartoons to represent their ideas and views on various disciplines like education, science, politics, etc...

Many News organizations have their own graphic team to create a graphic for their content. Now a day’s many agencies get started and giving a worth able finished product based on graphic content. There will be a strong transformation in the field of visual production based on delivering News in Various mediums. Animation gives a right pathway to deliver news or the content in the form of Edutainment, Entertainment and Infotainment. It has its capability to lift the standard of news in various mediums. Politoons videos create an impact among the online news viewers on the daily issues in a kind of animation series.

Hypothesis gets proved with the survey and content analysis that Politoons Animated Politoons are getting popularity as a news medium. The Characters of the “so sorry” animation programme are the reflection of Indian politics’ daily scenario which makes the viewers to understand the current situations. The animated visual reaches audience easily than newspaper to convey the importance of the news.

Animation Politoons get more popular in social network sites due to its accuracy with the content in the way of edutainment. Mostly the content was created based on the issues and the sensation of the news content and its value. In future Politoons will create a more positive impact to the public on issues without any lingual barrier. Animation and the characterization in animation which was created by the animators get more real with the motion of the charcter and body language of the Politoon which will be surely getting a big growth in News and Media. Advancement in animation and creativity will deliver the information with communicational structure to the public and the viewers.

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