CHAPTER V

CONTENT ANALYSIS

Introduction

Bernard Berelson defined content analysis as "a research technique for the objective, systematic, and quantitative description of manifest content of communications" (Berelson, 1974). Content analysis is a research method focused on the actual content and internal features of media. It is used to analyze the presence of features within texts and to quantify this presence in an objective manner. Any media content like books, essays, interviews, discussions, articles, speeches and advertising could be considered as a text.

According to Walizer and Wienir (1978), content analysis is a step by step process designed to investigate the content of captured information. Hart (1991) further suggested that the underlying meaning in a text, as intended by the producers, can be revealed by identifying and counting any significant
textual features. It is for this reason that the method is generally confined to large-scale and systematic surveys of manifest content (Fiske & Hartley, 1978). To sum up, the counting of content items provides a sound framework or foundation for later studies of interpretation (Leisset et al., 1990).

Kerlinger (2000) stated that, content analysis is a method of observing and investigating communication in a focused, sequential and quantitative manner for the use of measuring variables. The first step in media research is studying the messages delivered in television content. Content analysis provides the base for deciding what kind of impact television content have on children (Signorielli, 2001).

Dr. Klaus Krippendorff (2004) said that, any content analysis should find answers for six questions such as which data are to be analyzed, how they should be defined, what is the population from which they are drawn, what is the context in which the data are analyzed, what are the boundaries of the analysis and what is the target of the inferences.

The method of content analysis enables the researcher to include large amounts of textual information and systematically identify its properties like the frequencies of most used features in a television cartoon program by detecting the significant pattern of its communication content. For this, first the textual information must be categorized according to a certain theoretical framework.
To conduct a content analysis on a text, the text is coded or broken down, into manageable categories on a variety of levels and then examined. The results are then used to make inferences about the messages within the text(s), the writer(s), the audience, and even the culture and time of which these are a part. For example, content analysis can indicate pertinent features such as comprehensiveness of coverage or the intentions, biases, prejudices, and oversights of authors, publishers, as well as all other persons responsible for the content of materials.

Therefore, quantitative content analysis starts with word frequencies, space measurements (column centimeters/inches in the case of newspapers), time counts (for radio and television time) and keyword frequencies. However, it extends far beyond plain word counts. To make valid inferences from the text, it is important that the classification procedure be reliable in the sense of being consistent: Different people should code the same text in the same way.

The purpose of the method is to identify the nature of the relative patterns within and between sets of data. Operationalization of this method is based on the assumption that there is a relationship between the frequency with which certain terms are used and gestures shown in a given text and the message they are trying to convey. Anyway, significance cannot always be reduced to manifest objective content. However one must understand the structure of
televison cartoon programs before one can begin to examine about how the texts might be perceived and responded to by children.

When analyzing the content of the both television cartoon programs in this sample, it was necessary to reduce the initial list of episodes and other variables into different categories and sub-categories. It is obvious that the stronger the data, the more representative of a typical sample the emerging patterns become. However it is important that the classification procedure is reliable in the sense of being consistent. Though cartoon programs have a great popularity among children, only few studies were conducted in the past decade (as cited in Ogletree & Matile, 2001).

The present study tries to examine popular animated cartoon programs to find out how culture is portrayed in them and what kind of cultural values are embedded in these programs. Content analysis was done by examining 52 episodes of Chhota Bheem and an equal number of Ben 10 programs. These episodes of Chhota Bheem and Ben10 are recorded over a period of six months and investigated to explore the values embedded in them. Five variables are identified in each program which is Unity, Tolerance, Hospitality, and Veneration to elders in Chhota Bheem and Individualism, Modernity, Materialism, Gender Equality in Ben 10 with Communication Pattern being common for both.
CHHOTA BHEEM

Introduction

Chhota Bheem is a popular cartoon animation program on Pogo channel. Mr. Rajiv Chilakathe producer of Chhota Bheem program stated in an interview that, the idea originated when the company was working on one of its previous productions Vikram aur Betal. During its production, the company’s artists pointed out that in every episode there were new locations and new characters. Hence, the time taken to produce such an episode was much longer. Crew members realized that in order to produce a show within a budget and time frame, they needed to have one with a fixed location and repeated characters. They also realized that Vikram aur Betal was not really attractive to children. The team then started to work on new story lines and soon they came up with the idea of Chhota Bheem.

Also as the producer was inspired by the Pandava prince Bheema, the story refers to some of his characteristics such as his amazing strength and his favorite food ladoo. Chhota Bheem is portrayed as strong as Bheema and he is shown to get his strength by eating ladoos. Ladoo is one of the most popular Indian sweet, often prepared for special occasions and festivals or given as Prasad (an offering given in Hindu temples as a token of god’s blessings) at temples. Hence, the producer believed that ladoos were the obvious choice.

Bheem is a nine year old boy who lives in the fictional village called Dholakpur. Generally, Bheem is showed as a super hero who protects the
people of Dholakpur, with the help of his friends. Also he teaches many good things to his friends such as not to tell lies, to be brave, and to helping others. Particularly, a number of times, the character of Bheem prove that saving a life is more precious than winning a game; also, he gives priority to instant action if others are in trouble.

Chhota Bheem was developed keeping in mind the keen sentiments and expectations of Indian children aged from four to twelve. The entire series was created based on the curiosity of kids in different age groups. For instance, if a nine year old child watches Bheem, he would like to become Bheem and if a child has younger brother, he would like to be more like Raju and the same kid would imagine his pet to be like Jaggu and would like to have a most trustful friend like Chutki(Athreya, 2011).

It was launched in 2008 and over the last two years it has become very popular among children. From the year 2008 to 2010, Pogo channel launched four seasons of Chhota Bheem. According to TAM Media Research (2011), Chhota Bheem was watched by 34.732 million children in India. The channel has so far produced 80 hours of 30 minutes content. The program, which characterizes Chhota Bheem and his friends, was an original co-production between Turner International India and Green gold Animation Pvt Ltd., Hyderabad. However the program was conceptualized by Secundrabad Green Gold Animation and it was telecast from April 2008 with 13 episodes. Now the number of episodes has crossed 140.
For the present study 52 episodes were analyzed to find out how culture is constructed, to study the depiction of cultural values such as unity, tolerance, hospitality, veneration to elders, and the usage of cultural artifacts in the media text.

Concept

Among the 52, more than half the number of (61%) episodes highlighted Bheem saving the country, king, princess, people of Dholakpur, animals or the life of others. In fact, in the first episode, Bheem was found to steal Ladoos from Chutki’s mother and justified his action by saying that he was hungry. Chutki covers for him and corrects him later on. In this episode friendship was emphasized more than heroism. Moreover, they gave a message that stealing was just a mischievous prank and not a mistake. Even the second episode didn’t convey any moral values. In other words, Bheem acted more like a nine year old than like a hero in the beginning. As the episodes grew in number and popularity, his characterization was changed and he acted more like a savior than a child.

Seven percent of the episodes (4) represent Bheem as an animal lover wherein he protects them from danger. In these episodes Bheem seeks help from the elders who are known as Dhooni Baba, good witch, Professor Shastri Dhoom Ke Too and so on. There is an element of fantasy in these episodes accompanied with Bheem’s bravery.
In three episodes (6%), when people of Dholakpur believed in superstitious things like talking tree, wishing well and the ghost attacked tree house that were mystifying, Bheem investigates and reveals the truth along with his friends, ultimately making the people aware of fraudulent happenings.

Two episodes (4%) were exclusively made for Chutki. These episodes focused on Chutki’s kindheartedness, generous and helping nature. All other episodes are Bheem centered and characters like Chutki, Raju, Kalia, etc., played only supporting roles.

5.1 Concepts in Chhota Bheem Program

<table>
<thead>
<tr>
<th>S.No</th>
<th>Concept</th>
<th>No of Episodes</th>
<th>%</th>
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<tbody>
<tr>
<td>1</td>
<td>Saving the life of his friends</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Saving the life of Dholakpur people</td>
<td>12</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Saving the life of King and Princess</td>
<td>9</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Saving the life of animals</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Saving the Kingdom</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Children’s mischievous pranks</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Overcoming superstitions</td>
<td>3</td>
<td>6</td>
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<tr>
<td>8</td>
<td>Gender equality</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Patriotism</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>Bullying others is a bad behavior</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>Promoting Intercultural relationship</td>
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<tr>
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<td>Generosity</td>
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<td>2</td>
</tr>
<tr>
<td>13</td>
<td>Morality</td>
<td>3</td>
<td>6</td>
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<tr>
<td>14</td>
<td>Friendship</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>15</td>
<td>Team work</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>52</td>
<td>100</td>
</tr>
</tbody>
</table>
Ambience

In almost all the episodes, the story moves in and around the places of Dholakpur, a small fictional Indian village, surrounded by trees, ponds and greenery. On an average, five times in each episode these kinds of background scenes are shown. Palace shown in the village Dholakpur resembles typical Mohal architecture. It is situated over a small mountain and is surrounded by sea. A flag is always shown to be flying on top of the dome of the palace. The saffron color of flag connotes an association with spiritualism. The traditionally designed pillars, dome paintings, carpets, floor mats, structure of windows and doors, aesthetic designs in the throne, chairs, seating arrangements and monuments reflect our cultural heritage.

There is a big banyan tree in the middle of the village where people usually sit and discuss about many issues and also it is the main play area for the children in Dholakpur. The mud roads surrounded with trees on both sides reflect the olden days. People travelling in bullock carts also remind us about our traditional transportation system. The people of Dholakpur live in small huts and sell things from small shops made up of tents. During festival times, children of Dholakpur have fun playing in giant wheels, going to exhibitions, circus, magic shows, toy shops, fruit shops and sweet stalls. Sixty percent of shops in the market area are tented, and the merchants sell their goods by calling people. Male merchants in Dholakpur wear only dhoti and hang a
piece of cloth in their shoulder. Men also wear turban in their head. Female merchants wear only sarees.

CHARACTERIZATION

Chhota Bheem

Bheem is portrayed as a brave and adorable nine year old kid who is empowered with great potential. His strength is a boon for Dholakpur, Bheem’s village, which is struck with dangers now and then. He is shown to acquire strength by eating his favorite Ladoos. Bheem has kind heart and always uses his power to help needy people. He uses his strength to protect his village and his people. He is always humble. He is the favorite and trustful person of the king Indravarma. Even though he is small in size and age, the portrayal of his character seems to be that of an adult.

Raju

Raju is a charming and brave four year old kid, whose role model is Bheem. His father is the Commander-in-Chief of the king’s army. He wants to become a great man like Arjun in Mahabharatha. He is good in archery and always supports Bheem.

Chutki

Chutki is a simple, charming and brilliant seven year old girl. She is the only girl who is very close to Bheem and helps Bheem in all his endeavors. She
helps her mother to prepare ladoos and in other house hold activities. Her kind hearted nature is usually loved by all her friends. On the other hand she proves herself to be a brave girl in all the episodes. Surprisingly she has been portrayed as greedy in one episode The Curse of Brambhett– Part II. She adores Bheem and tries to grab his attention towards her, especially when the princess is around.

Jaggu

Jaggu is a talking monkey usually seen with his friend Bheem. He is a brilliant monkey always helping Bheem whenever he needs. He uses some funny tricks and techniques to solve problems. Bheem learns swinging and climbing trees from Jaggu. Whenever they feel hungry, he assists Bheem to steal ladoos. He makes fun by playing tricks on Kalia and Dolu, Bolu. He also wants to be the savior of all the animals in the forest.

Kalai Phelwan

Kalai Phelwan is a ten year old boy who is bulky and strong. His character is very closely related to the epic character Dhuriodan in Mahabharatha. He is always jealous about Bheem’s fame and strength and repeatedly tries to make Bheem look bad and try to land him in trouble. He is very greedy in nature and tries to become rich by cheating. He selects younger and weaker boys and bullies them. He has two followers called Dolu and Bolu who assist him in his plans; but abandon him when in trouble.
Dolu - Bolu

Dolu – Bolu are identical twin brothers and the cowardly supporters of Kalia. They dress and act alike. Both are slightly selfish because of the influence of Kalia on them. They choose younger children like Raju for playing and enjoy teasing and bullying; but they fear Bheem very much. They are highly dumb in nature and keep getting in to trouble.

Indumati

Indumati is the daughter of king Indravarma. Though she is a princess, she plays with Bheem and his friends. She is seven year old kid who loves animals and others equally. She adores Bheem because he rescues her during many critical situations. She and Chutki compete with each other for Bheem’s attention and affection.

VARIABLES

Five variables that are components of culture were identified in Chhota Bheem series, the accompanying behavioral traits were defined and their visual representations on screen were demarcated. With the help of coders, all the 52 episodes were investigated to discover the occurrence of these variables and the accompanying situations. Following are the variables and their visual representations:
1) Collectivism
   • Completing tasks through unity
   • Eating and sharing things with others
   • Playing in a group
   • Fighting as a team

2) Tolerance
   • Accepting and treating other nationalities equally
   • Accepting others ideas, views and opinions
   • Adjusting when others make mistakes

3) Hospitality
   • Greeting and welcoming guests
   • Eating with guests
   • Engaging guests
   • Helping guests

4) Veneration to Elders
   • Not calling elders by name
   • Obeying elders
   • Helping elders
   • Getting blessings from elders
5) Communication pattern

- Verbal communication – Language, Words used
- Non-verbal communication – Kinesics, Haptics & Artifacts

Collectivism

5.3 Collectivism

Unity is the first variable to be identified and observed from the characters and situations involved in Chhota Bheem cartoon program. India is always been a country with multi-ethnic cultures. These cultures in turn have several subcultures based on religion, community and geographical location. Each of the subcultures have an identity of its own. The foremost significant value among all these cultures is unity. Though the people of India belong to
different ethnical backgrounds, languages, religious customs, tastes, and behaviors, they are bound by one unique feature known as unity in diversity.

In all the episodes, Bheem and his friends play together and whenever a crisis occurs, they all together go, investigate and solve the issue. Though the activities of Bheem dominate all the episodes, he never fails to take his friends along with him. There are 157 times the visuals emphasized Bheem and his friends achieving victory as a group. He usually says in all the episodes that ‘we’ are working as team and ‘we’ will defeat the enemies. They all feel proud and happy to accomplish things as a team. 132 times the visuals show Bheem and his friends sharing and eating ladoos, bananas and other eatables. Similarly the visuals highlight Bheem and his friends complete the tasks as group for 110 times. They form a team not only for playing games and completing the tasks but to fight enemies. Even Bheem’s competitor Kaila also joins with him to fight against bad people. 144 times the visuals highlight that they are fighting as a group. Also, whenever a problem arises, the people of Dholakpur discuss among themselves and as a group they inform the king about their opinions and suggestions; the king in turn, takes them into confidence and discusses the issue and arrives at a solution. There were 542 times the variable unity was emphasized in Chhota Bheem series.

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Tolerance is an essential foundation of Indian culture. It is understood by bearing with patience the existence of others. Tolerance is one among the best qualities that human beings only have. Usually it can happen between two persons, two groups, two communities, and among friends. Indian culture has a significant level of tolerance and hence it has allowed several foreign cultures to enter in to our homeland (Anbazhagan, 2007). Also it is understood as accepting people for who they are and not about adjusting bad behavior.

Some children often try to bully others who are vulnerable and younger than them. In Chhota Bheem series, Kalia, Dolu and Bolu always try to bully his competitors Bheem, Raju, Chutki and Jaggu. They enjoy bullying others. But
Bheem never does that. Though others (Raju, Chutki and Jaggu) get angry on Kalia, Dolu and Bolu, Bheem tells them to stay calm because they are their friends. Also in one episode called Cowboy Bheem, Bheem is asked to take guns in order to protect the society, but he refuses to do that. The scene reinforces the value that we should not take weapons in the name of saving the country. Similar behavior and situations are shown for 373 times through which the characters emphasize the value tolerance. Here the value tolerance is understood as accepting other nationalities, recognizing others ideas, opinions, and adjusting/forgiving others mistakes.

Bheem never hesitates to mingle with the people from other religion or community. He always feels free to talk to others and treats them as friends. This behavior showed in the visuals for 210 times throughout the series. Whenever Bheem feels the situation is critical, immediately he seeks help, advice or suggestions from the saint Dhooni Baba, good witch, and Professor Shastri Dhoom Ke Too and etc. In majority of the episodes (56%) Bheem is disturbed by Kalia and his followers Dolu and Bolu. But Bheem and his friends never keep it mind whatever Kalia, Dolu and Boludo to them.

Similarly, in some of the episodes (31%) Bheem follows the instructions, opinions, suggestions and advices given by his friends and elder people. There are 115 times the visuals establishes the same behavior throughout the scenes. He is very accommodative with every one even though they are not
familiar to him. In few episodes (13%) Bheem does not harm animals even when they try to harm Bheem and his friends. This behavior is emphasized for 48 times in this series.

Hospitality

5.5 Hospitality

In India, the concept of hospitality is considered to be the central principle that binds our family system together. In Sanskrit language it is called as Atithi Devo Bhava which means Guest is God. It is mentioned as good code of conduct in the ancient Hindu scripture. Even today the Government of India implements social awareness campaign by the name of Atithi Devo Bhava. Tourists who visit India are welcomed in our traditional way such as by offering flowers and applying tilak (red paste) on their forehead. In this
study the value hospitality is understood based on how the characters in Chhota Bheem program welcome guests, spend time, guide and help them.

Bheem and his friends always welcome guests even if they are strangers. Bheem never forgets to tell them Welcome to Dholakpur. In almost one third of the incidents, Bheem and his friends give a warm welcome to the guests who are visiting his village or to their house. This behavior established in the scenes for 48 times. They take care of their guests and help to resolve their problems. There are 55 times the behavior is shown in the visuals. In few situations (11%), Bheem and his friends sit together with their guests and serve ladoos and other eatables. This trait is shown in the visuals for 25 times. None of the episodes ever have shown any one of his team members eating alone. Bheem encourages his other friends to take care of the guests who visit their village. In the other episode called The Lost Alien, Bheem and his friends rescued the abandoned alien called Zaark who has come to Dholakpur due to technical fault in his space ship. Bheem welcome him to his village and gave him ladoos to eat since he was hungry for a long time. 91 times Bheem and his friends rescued the life of strangers and the abandoned animals. Totally there are 219 times the characters in Chhota Bheem program are shown to emphasize hospitality.
Veneration to Elders

5.6 Veneration to Elders

Veneration to elders is one of the most vital components of Indian Culture. Elders are always given importance irrespective of their position or character. Though Indian children are exposed to cultural imperialism and heavy influence of western cultural values through television programs, our traditional practices and beliefs remain unchanged. Elders are considered as the main driving force for the families forever. The most common gesture among Indian people is touching elders’ feet in order to show respect and get blessing from them. Also not talking back to elders’ is considered as a symbol of respect. There are 109 times the visuals establish that Bheem obeying elders’ words.

Bheem and his friends have always been depicted as giving respect to elders. There are 55 times Bheem and his friends are helping elders by assisting
them. Also 306 times the visuals establish that Bheem and his friends call the elders not calling them by name. There are 150 times the visuals showed that Bheem and his friends get blessings from the elders. Totally 620 times the visuals established the values such as, greetings/wishes from the elders, giving immediate response to their questions, following their instructions and accepting their suggestions etc.,

Communication pattern
Culture and communication are inseparable in nature. Communication is the process of using messages to create meanings. Messages are in the form of verbal and nonverbal symbols, signs and behaviors. Meanings are the comprehension of the messages. Through verbal and nonverbal codes and symbols, a child can learn to accept roles that they observe through fictional characters. In particular, verbal communication deals with language, a collection of symbols and ideas with different meanings which are ruled by the communicator. In this study the dubbed version of Chhota Bheem is taken in to consideration and Tamil language being the tool of communication. The words bused b the characters are analyzed. None of the dialogues were offensive, vulgar or contain an element of disrespect to others.

Similarly nonverbal communication deals with body language, gestures, proxemics, haptics and artifacts (jewels, dress, set, pillars, windows, doors, design of floor mats). Artifacts are physical components shown in the
program or used by the characters during the program often used to communicate information about oneself. The present study identified several artifacts that include clothes, jewelry, accessories, handbags, hats, colors, and life style. However, different cultures have different interpretations for these artifacts. The whole of Chhota Bheem series does not reflect the contemporary society; rather, revolves around the era of kings. All the background properties, palace, shops, houses, roads etc., reflect the olden period. All the artifacts used in the programs are related to our culture.

For example, men in Dholakpur wear only dhoti and do not wear shirts; they wear turban in their heads. Bheem always wear wristlets, tilak (red paste worn by the men) in his forehead, thayaththu (spiritual ornament) and a dollar which is in yellow color that signifies spiritualism. Raju usually plays with bow and arrow which reflects our legendary character Arjun in Mahabharata. He is shown with bow and arrow for almost four times in each episode.

Similarly women always wear kumkum (red paste) in their forehead and wear only saree. None of the visuals have shown Bheem and his friends eating food belonging to foreign countries. There are 743 times the characters in the series of Chhota Bheem represent the above mentioned communication patterns. Thus Hypothesis 1(a) – “Cultural values are communicated through cartoon programs” was accepted.
BEN 10

Introduction

Ben 10 is an American cartoon program created by a team of producers namely Duncan Rouleau, Joe Casey, Joe Kelly, and Steven T.Seagle. They are otherwise called as Man of Action. The program is produced by Cartoon Network studio and the channel was ranked second among the most preferred channels by the respondents during the pre test. The Channel is started telecast in India after 1999. Earlier it was named Toon tamasha. But 2004 onwards it is named as Cartoon Network and started telecasting dubbed versions of foreign cartoon programs. It is one of the children’s most favorite cartoon channels in the world (Hassan & Daniyal, 2013). There are four seasons in Ben 10 series that consists of 52 episodes. Each episode is of 22 minutes duration. All these episodes are also available in the regional languages like Hindi, Marathi, Bengali, Tamil and Telugu.

Concept

The concept of Ben 10 is about the action blockbuster of a ten year old boy Ben Tennyson. All the episodes revolve around Ben, Gwen, Grandpa Max, and Kevin. Ben gets a watch like alien device called “Omnitrix”, when he goes out for a trip with his Grandpa and his cousin Gwen. It is fixed with his wrist and allows him to transform in to ten different alien forms. Each alien form has exceptional powers and skills. Each alien is selected by Ben, according to the problem he faces.
5.2 Concepts in Ben 10 Program.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Concept</th>
<th>No of Episodes</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>Saving our planet</td>
<td>39</td>
<td>75</td>
</tr>
<tr>
<td>2</td>
<td>Heroism</td>
<td>13</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
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The concepts in three fourth of the episodes (75%) are focused only on saving our planet from aliens. The stories are based on Ben protecting the earth from alien attack using the super power technology based device called Omnitrix. Grandfather Max Tennyson guides the team and he also takes an active part in protecting the earth from the evil aliens.

One fourth of the episodes (25%) establish only heroism than any other concept. In these episodes Ben is projected as super hero who is committed to save the earth and its people. Another significant factor conspicuous in all the episodes is the use of latest technology. Also an element of magic is added through the character Gwen who often fights with her competitor named Charmcaster. Gwen helps Ben whenever he gets into any trouble.

Ambience

In 90% of the episodes in Ben 10 program shows the background visuals as hospitals, factories, petrol bunk, shopping malls, city areas, car parking, sub-way, streets, highway roads, motels, park, residential areas, laboratories, fast food restaurant, ice cream parlor, spa, video game centers, lake, exhibition and some of the virtual places such as space stations and space ships. All the background properties shown in Ben 10 program reflect the contemporary scenario.
CHARACTERIZATION

Benjamin Tennyson (Ben 10)

Benjamin Tennyson shortly called as Ben is the last son in Tennyson’s family. He is portrayed as overconfident, young boy who is very particular in making fun of the enemies while fighting. Sometimes his immaturity makes a bad opinion on public. Because of the damages of public properties during fights, a bad opinion is created about Ben among the public. But he is a kind-hearted, impressive and very patriotic person. This could be understood from the episode called “Kevin 11.” His priority is always to protect family members and other people in the world. He never changes his decision once he is made up his mind to do something. He is portrayed as an intelligent, creative and cunning (in some situations) person- the quality which protects him during difficult situations, particularly when he fails to activate Omnitrix and if he could not get the right alien at the right time.

Gwendolyn Tennyson (Gwen)

Gwendolyn Tennyson is a 10 year old girl and shortly called as Gwen. She is the cousin of Ben Tennyson and girlfriend of Kevin Levin. She is portrayed as brilliant and very soft natured and helpful. Gwen has some special skills naturally. Her grandmother called Verdana Tennyson gives her enough magical powers to tackle the evil power in the Universe. Gwen is very skilled and she proves her potential with another girl called Chamcaster during fights in the episode called Tough Luck. She has the ability to identify the cause and
reasons through hypnotism. Unlike Ben, she always uses her presence of mind whenever any crisis occurs.

Grandpa Max
Maxwell Tennyson called as Max by his colleagues and other relatives, is the grandfather of Ben and Gwen. He is called as grandpa by his grandson and granddaughter. He always leads the team. Max changes his profession as plumber (U.S. secret agent) after breaking the business deal with his friend Donovan Grand Smith. Only Ben and Gwen know that his grandpa is a secret investigative agent of U.S.A. He always guides and supports Ben when he struggles to win over the villains.

Kevin Ethan Levin (Kevin 11)
Kevin is a mutant teenage boy and he absorbs all kinds of energy that is near him. He has the power to absorb and to dissipate energy whenever he wants. In the first few episodes he was depicted as a negative character - as a sociopath trying to harm the society. He wants to become a partner with Ben; but Ben refuses him to taken him. Hence he tries to absorb the energies from Omnitrix. That attempt gives him only half success. He is shown as a brutal character making plans to crash trains in the episode called Kevin 11. But later on he joins with Ben and Gwen for some assignments and slowly he changes himself as a good and helping character.
Omnitrix – Introduction

Omnitrix is a term that means matrix in all. This technology is invented by a Galvan (alien type) called “Azmuth.” The purpose of inventing this technology is to protect people from other aliens attack. Originally the device was made for Max and by mistake it was sent to forest and was found by Ben. Since Ben’s DNA is closely matching with his grandpa Max’s DNA, the device Omnitrix is fixed with Ben’s wrist. The device has a power to identify and capture a sample of new DNA from the unknown species.

Alien Characters

XLR8
He is a dinosaur - like alien with capability to travel in time. Moving at ultra-speed - that is around 300 mph, instant reflexes, capacity to run on mud, ice and on any liquid medium, are the significant characteristics of XLR8.

WILDVINE
This creature is a plant form and not an alien animal form. He can stretch his root in to the earth and using his veins he traps bad people. He also throws some explosive spore pods to defeat the enemies. But he is vulnerable to poisons and needs natural light to get energy.

WILDMUTT
It is a four legged animal with some special powers such as ultra-sensitive ears, nose and tongue. He is a beastly alien with no eyes; but he can hear, smell and taste. He emits fire from his back as real missiles.
WAY BIG
He is the most gigantic alien form in Ben’s collections. Since his very big in size (100 feet), he could easily watch the enemies and their movements.

UPGRADE
He is a biomechanical alien, made with fluid metallic skin. He can merge with any mechanical device or humanoid and transform its original nature into desired form.

UPCHUCK
He has four lengthy tongues to snatch and eat the enemies. He fires the resulting energy from his mouth and targeting the enemies accurately.

STINKFLY
He is a kind of alien insect which is vigorously active in flying in mid air. He uses his tail and sense organs such as pincers as arsenal.

RIPJAWS
He is an amazing swimmer, able to live in sea water; without water he will struggle to survive. He can easily transform his legs into a lengthy tail. Using his sharp jaws, he bites his enemies severely.

HEATBLAST
He is made up of fire and his origin is sun. He emits powerful fire balls and attracts both flare and heat to attack enemies. He is one of the most transformed aliens from the arsenal.
GREY MATTER
He is just a five inch alien that has a creative brain. He is called as Grey Matter alien. Since he is tiny in size, he can enter into complex machines and repair them from inside.

GHOSTFREAK
He is a different alien form filled with shadows. He can penetrate through anything and become invisible. His appearance scares his enemies.

FOUR ARMS
He is a strong, brave humanoid with four arms. He is twelve feet tall and gigantic in nature. Since his skin is very tough, it acts as a shield and protects him from harm.

EYE GUY
He looks very different and every part of his body is surrounded by eyes. This helps him to identify his enemies from all the directions. He blows a destructive energy from the central part of his chest in order to attack the evil power.

DIAMONDHEAD
He is transparent in nature and his body is made up of crystals. These crystals are more precious than a diamond. He aims and targets his enemies and attacks with these sharp edged crystals.
Variables analyzed in Ben 10 Program

As with Chhota Bheem, five variables that are components of culture are identified in Ben 10 series, the accompanying behavioral traits are defined and their visual representations on screen were demarcated. With the help of coders, all the 52 episodes are investigated to discover the occurrence of these variables and the accompanying situations. Following are the variables and their visual representations:

1) Individualism
   - Individual decision making
   - Individual actions
   - Victory by an individual

2) Gender Equality
   - Accepting girl's ideas
   - Equal role for girls in group tasks
   - Girl’s solo performance equal to boys

3) Materialism
   - Desire to acquire new technologies
   - Desire to acquire new things
4) Modernism
   - Present day issues
   - Using trendy gadgets
   - Application of new technologies

5) Communication pattern
   - Verbal communication – Language, words used
   - Non-verbal communication – Kinesics, Haptics & Artifacts

Individualism

5.7 Individualism

Individualism gives freedom to people to express their ideas or opinion freely. Individualistic culture teaches children to tell the truth, even if it upsets others. It also teaches them managing problems is part of life. Unlike collectivistic culture, children who belong to individualistic culture do not depend on others for solving their problems. They are expected to practice
self-contemplation and taking decisions on their own. Parents feel proud if their children take-up responsibilities on their own. It emphasizes that every individual has an identity. Individuality gives priority to self rather than giving identity to the group.

In Ben 10 series, Ben Tennyson uses opportunities to prove himself as a superhero. Every time when any crisis occurs due to other troublesome aliens/people Ben takes action with the help of omnitrix to defeat them. Ben feels proud of himself because he alone fights with his enemies and saves the earth. He never asks permission or wait for elders’ order/permission to fight with his enemies. 469 times visuals showing traits such as taking decisions individually, individual action, victory due to an individual and so on which represent individualism are portrayed in the episodes of Ben 10 program.

Gender Equality

5.8 Gender Equality

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<thead>
<tr>
<th>Gender Equality</th>
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<tbody>
<tr>
<td>Accepting the Ideas of the opposite gender</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Equal Roles for both genders</td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>Equal Visual Representation for Both genders</td>
<td>99</td>
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</table>
According to Risman (1998), gender is also a part and property of social structure. In western countries any house hold work is relatively equally shared between husband and wife compared to our country. The chances of men being ridiculed by others for doing household work is less. (Brinkerhoff, White, Ortega, & Weitz, 2011).

The values were identified from the following traits such as accepting the ideas of everyone equally irrespective of the gender, assigning equal roles to both genders in group tasks, and showing girl’s solo performance equal to boys.

In Ben10 series, both boy and girl characters equally contribute to the successful completion of a task or solution for a problem. Girl characters such as Gwen, Julie, and Chamcaster, and Julie’s mother are shown to have freedom to talk / do anything they want to. 99 times, the visuals in Ben 10 program represent equal roles played by both boy and girl characters.

Girls are technically skilled as well as boys and they also know all the secrets of the mission they take up. Gwen has some special powers to attack enemies and to protect her friends and the earth. Again, 76 times girl’s individual performance in the action block is equal to boy’s performance. Similarly, 32 times the visuals show Ben, grandpa and others listening to what Gwen suggests. Totally 207 times the value gender equality is emphasized in the 52 episodes of Ben 10 series.
When compared to Chhota Bheem there is more of gender equality in Ben 10. In Chhota Bheem the female characters Chutki and the Princess always try to grab the attention of Bheem where as not even once Bheem is shown to be attracted towards either of them; Neither his words nor body language never gives any indication that he has special interest towards anyone of them. This is a typical Tamil hero kind of portrayal which is a characteristic feature of Tamil cinema.

Materialism

5.9 Materialism

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<tr>
<td><img src="image" alt="Materialism Pie Chart" /></td>
</tr>
<tr>
<td><strong>61</strong> Desire to acquire new Technology</td>
</tr>
<tr>
<td><strong>87</strong> Desire to acquire new things</td>
</tr>
</tbody>
</table>

Materialism means physical possession of things irrespective of their usage. It includes getting pleasure in buying more and more new commodities. People who are materialistic, increase buying new commodities and this behaviour gives them a satisfaction. But it may become a problem where the physical goal of consumption overcomes all other personal or social development.
("Materialism Essay," 2009). In all the episodes of Ben 10 series, Ben expresses his desire to add on hi-tech devices and number of hybrid alien technologies. Also in the episode Lucky Girl, Gwen wants to prove herself as super heroine by using the magic stones. Similarly in the episode Ken 10 the small boy Ken (son of Ben) gets X321 model hover board as his birthday gift by his grandfather Max. He also expects more from his father and when he gets omnitrix from him, Ken enjoys a lot and he feels that he is satisfied. 148 times Ben and his team members exhibit materialism through their activities.

Modernism

According to Webster's New World College Dictionary, modernism means ideas, thoughts, strategies and creative works that alter the old traditional methods or keep up-to-date. Also a definition from American Heritage Dictionary says that modernism is considered as dealing situations with a futuristic vision, latest thinking, and modern character. Also the concept of modernism is understood when a person uses words or expressions or styles connected to modern times. The principal characters in Ben 10 series - Ben Tennyson, Gwen Tennyson, Kevin Levin and other alien creatures usually plan to defeat their enemies using alien technology device (omnitrix), magic power and transforming powers. Each character in this series, tries to prove himself / herself with the help of extraordinary powers. The negative characters like Vilgax, Forever Knights and Dr.Animo are also portrayed as modern and the words they use are also highly technical which signify modernity. 317 times the visuals in Ben 10 program have portrayed Ben as a
lover of electronic gadgets which are represented as latest and up to date. For example, video games, tattoos, hi-tech watch, satellite phones, GPS locator, advanced Wi-Fi communication setup and other electronic gadgets. In addition to it, he prefers to get more number of DNA samples whenever he finds a new species. By doing this, he feels proud and secure.

560 times the concept of modernism is highlighted through the characters in the Ben 10 program. Also, the attitude and behavior of the characters are always shown to be trendy using gadgets like computers, Bluetooth/ Wi-Fi enabled phones, satellite tracking gadgets etc. Those situations also establish that they are strongly tied with modern times and they are one step ahead of others.

Communication pattern

5.10 Communication pattern
Unlike in Chhota Bheem, the characters in Ben 10 frequently answer back to elders quite sharply. Many a time they argue with each other and with elders like grand pa. 335 times the characters in Ben 10 series talk back to elders. Ben 10 for example refers to elders using terms like pokkai (representing people who have no teeth), sottai (representing who are bald) and perusu (meaning oldies) in Tamil language. However the reason for this is does not lie within the story line. These programs have foreign origin and they are censored before telecast in India. It is dubbed in different regional languages in the editing studios of our country in the hands of Indian technicians. In fact they translate/write the dialogues for the dubbed versions. This could probably be the reason for the usage of such words which are popularized by the comedians of regional cinema, about which the people are most crazy.

Nonverbal communication deals with body language, gestures & postures, proxemics, haptics and artifacts. The entire series of Ben 10 reflects the contemporary scenario revolving around Galvans (amphibious insectivore species from the planet Galvan) and the people of earth. Visuals represent various artifacts in the background such as buildings, labs, space crafts, cars, shops, houses, roads that reflect the contemporary period. Also men in Ben 10 program wear T-Shirts, over coat, and women wear shirts and pants. 96 situations visuals of the above mentioned artifacts are shown indicating the present and the futuristic concept of the program.
Also Ben physically touches his team members and others during conversation and other activities. His fans hug him whenever they see him, in order to express their love and affection. This is shown 52 times throughout the series. 701 times, the visuals in Ben 10 program reveal various verbal and non verbal communication cues that are more close to western culture.

Thus Hypothesis 1(b) – “Cultural values are conveyed through the properties, settings and characters” was accepted.