

THE REPRESENTATION OF FRIENDSHIP & IDEOLOGY IN SOVIET ANIMATION FOR AND ARMENIAN AUDIENCE



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MORE THAN AN EDUCATION - A COMMITMENT

RESEARCH QUESTIONS

- HOW DOES FRIENDSHIP APPEAR IN SOVIET ANIMATION AND HOW IS IT RELATED TO THE STATE IDEOLOGY?
- DOES THE REPRESENTATION OF IDEOLOGY IN SOVIET ANIMATION AFFECT POST-SOVIET ARMENIAN AUDIENCE?

METHODOLOGY

229 respondents

Gender

67%-female
33%-male

Age

60.5% - 19-29
18%- 30-39
10%- 40-49
8%- over 50

- SURVEY AMONG ARMENIAN SPECTATOR
- INTERVIEWS
 - “SAHAKYANTS” STUDIO DIRECTOR DAVID SAHAKYANTS
- SEMIOTIC ANALYSIS- 3 CARTOONS
 - “GENA THE CROCODILE”
 - “THE BREMEN TOWN MUSICIANS”



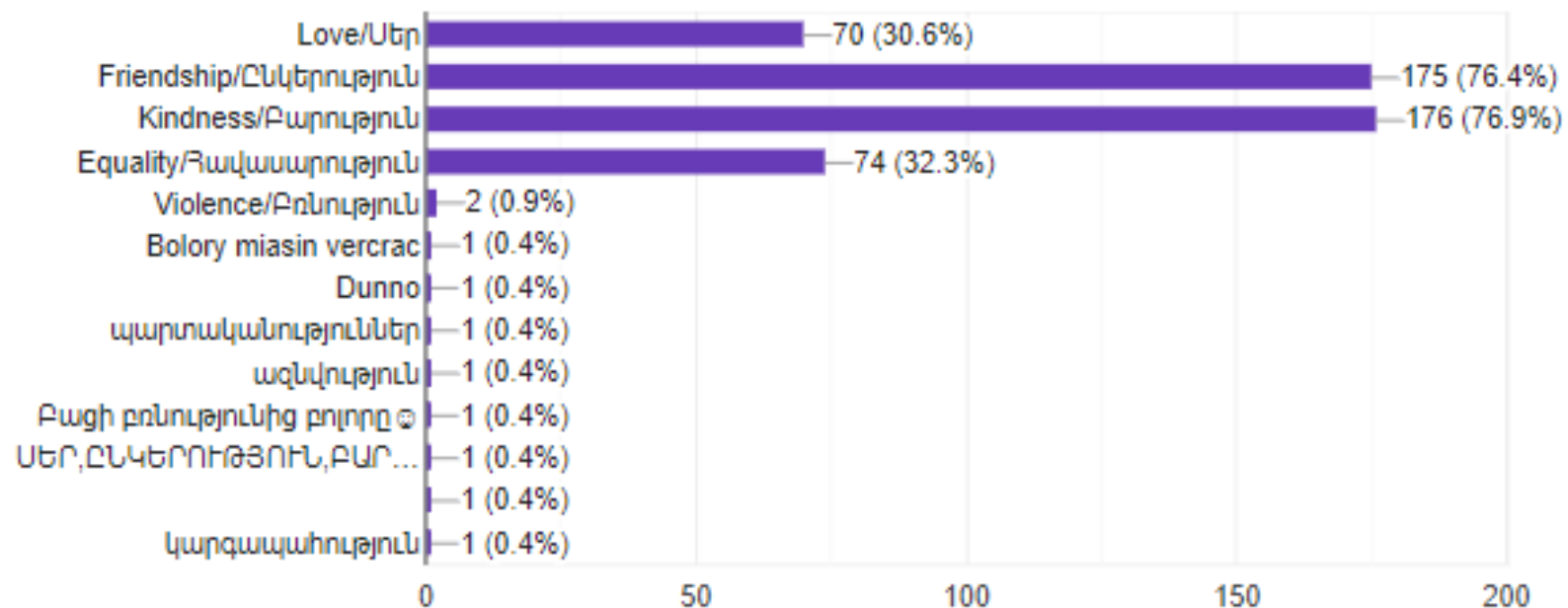
COMMUNISM

COMMUNISM is a political ideology and type of government in which the state owns the major resources in a society, including property, means of production, education, agriculture and transportation. basically, communism proposes a society in which everyone shares the benefits of labor equally, and eliminates the class system through redistribution of on income.



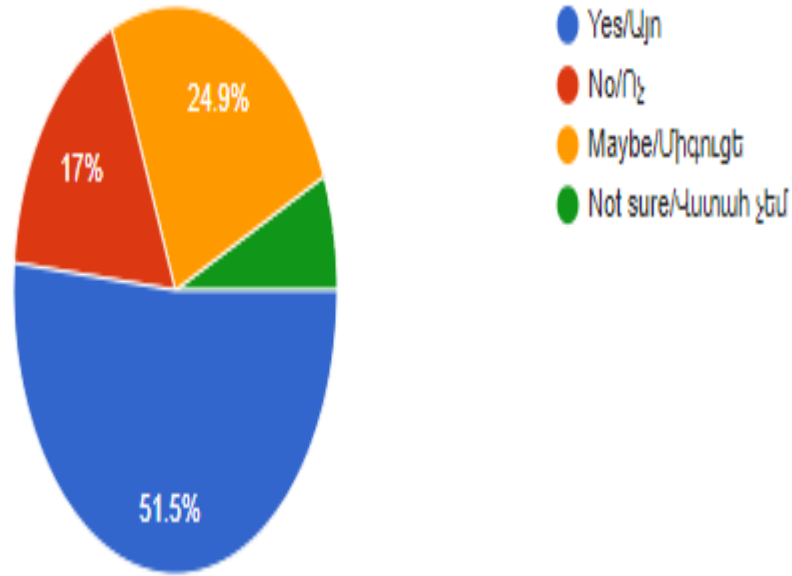
What do you think the main themes of Soviet animation are? / Ըստ Ձեզ՝ որո՞նք են սովետական մուլտֆիլմերի հիմնական գաղափարները :

229 responses



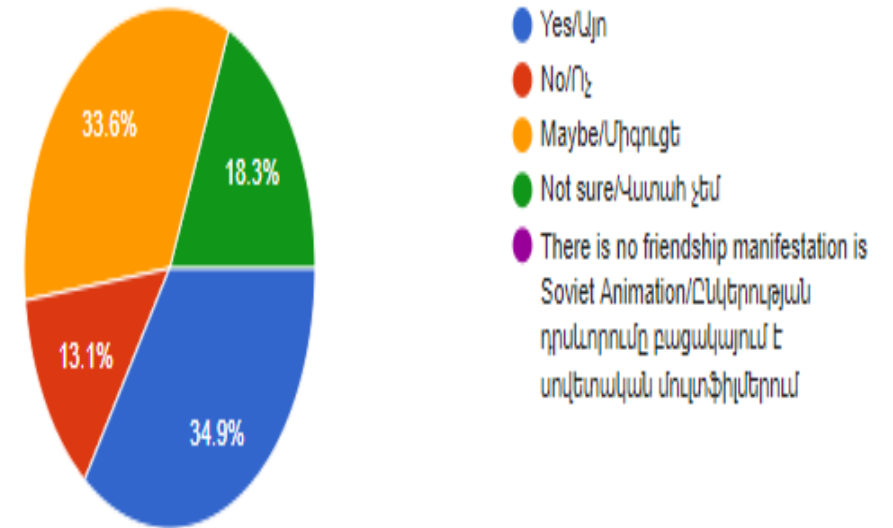
Do you think friendship is a Soviet value? / Կարծում եք, որ ընկերությունը սովետական արժեք է համարվում:

229 responses



Do you think the manifestation of friendship in Soviet animation is state-driven? / Կարծում եք, որ ընկերության դրսևորումը սովետական մուլտֆիլմերի մեջ պետության կողմից է առաջ մղվում:

229 responses



FRIENDSHIP AND IDEOLOGY

FRIENDSHIP TRAITS	SOVIET VALUES
<ul style="list-style-type: none">• Equality and Tolerance• Concern, Care and Help• Shared activities• Love and Respect	<ul style="list-style-type: none">• Sense of equality and classless society (friendship and brotherhood among all peoples of the U.S.S.R.; intolerance of national and racial hatred)• Help (collectivism and comradesly mutual assistance: one for all and all for one)• Collectivism (collectivism and comradesly mutual assistance: one for all and all for one)• Respect (humane relations and mutual respect between individuals man is to man a friend, comrade, and brother)

“GENA THE CROCODILE”

Equality- Different animals and people are friends despite their power and abilities

Concern, Care and Help- giving the house to Cheburashka

Shared activities and collectivity- characters are always caught together acting as a group (working, playing)

Love and Respect- shown in the act of help and concern, constant actions for the sake of a friend's needs, also in just being friends



- Gena the Crocodile
- Cheburasha
- Shapoklyak
- Galya
- the Dog
- the Lion

1969

Eduard Uspensky's plot

Roman Kachanov

“THE BREMEN TOWN MUSICIAN”

Equality- Different animals are friends with people, the princess marries a troubadour

Concern, Care and Help- helping the troubadour marry the princess

Shared activities and collectivity- characters are always caught together acting as a group (traveling, working)

Love and Respect- shown in the act of help and concern, constant actions for the sake of a friend's needs, also in just being friends



- the Troubadour
- the Dog
- the Cat
- the Rooster
- the Donkey
- the Princess
- the King
- the Bandits

1969

Grimm Brothers' plot
Inessa kovalevskaya

IN CONCLUSION

- TARGETING CHILDREN AS THEY ARE CONSIDERED THE FUTURE COMMUNISM BUILDERS
- IDEOLOGICAL FRIENDSHIP-REPRESENTING THE “MORAL CODE OF THE COMMUNISM BUILDER” VALUES IN CARTOONS
- ARMENIAN AUDIENCE INTERPRETING THESE CARTOONS AS IDEOLOGICAL AS FRIENDSHIP IS CONSIDERED AS A SOVIET VALUE

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