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# THE ROLE AND PSYCHOLOGICAL IMPACT OF MODERN ANIMATED FILMS IN THE CULTURAL-EDUCATIONAL LIFE OF SOCIETY

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**Abstract:** This scientific article systematically analyzes the role of modern animated films in the cultural and educational life of society, as well as their multifaceted impact on the upbringing, aesthetic taste, and psychology of the younger generation, based on the IMRAD format. The study analyzes the works of leading global animation studios (Pixar, Disney, Ghibli), examining their script structures, visual-acoustic solutions, and sociological survey results. The article elaborates on the role of animation in personality development, mechanisms of ideological influence, and prospects for developing national animation.

**Keywords:** animated film, visual aesthetics, cognitive development, psychological impact, script dramaturgy, cultural identity, media literacy, sound directing.

## Introduction

As the century of information and technology, the 21st century has brought radical turnarounds to all spheres of human life, including the realm of art and culture. At the very center of these transformations stands visual art, specifically animation. Today, animation has ceased to be merely a simple, entertaining tool intended for children; it has evolved into a powerful media industry capable of philosophical reflection, socio-psychological analysis, and ideological-educational influence.

The visual nature of animation constitutes a complex synthesis comprising fine arts, dramaturgy, directing, acting skills, computer graphics, and musical-acoustic arrangement (sound design). These factors have created a flawless mechanism of influence on the minds of the audience, especially the younger generation whose worldview is just beginning to take shape.

## Problem Statement

Animated films, which have become an inseparable part of modern youth's daily lives, do not possess exclusively positive spiritual-educational value. Certain foreign animations created under the demands of the market economy—saturated with visual effects but devoid of a meaningful spiritual script—are causing negative consequences in children's psychology, such as aggression, attention deficit, and alienation. Therefore, a deep scientific-pedagogical analysis of the role of animated films in the cultural life of society and their psychological impact is a requirement of our time.

## Research Objective

The objective of this research is to reveal the positive and negative impacts of modern world animation on the audience's psyche through studying its artistic-aesthetic, script-directing, and musical characteristics, and to develop scientific recommendations for the development of national animation.

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## Methodology

In the process of collecting, systematizing, and analyzing the materials of the research work, a combination of the following scientific methods was utilized:

- Script and Visual-Acoustic Analysis: Using this method, the plot structure, character archetypes, light and color gammas, and sound design of the most popular and globally acclaimed animated films (e.g., Pixar Studio's "Inside Out" and Studio Ghibli's "Spirited Away") were analyzed.
- Sociological Research (Survey): A special questionnaire was developed to determine the practical impact of animated films on children's behavior among parents and educators. The survey involved 200 respondents with children of preschool and school age in the cities of Tashkent and Nukus.
- Comparative-Artistic Method: The Western cinematographic school (dynamic, rich in visual effects, script based on individualism), the Eastern cinematographic school (philosophical, meditative, promoting harmony between community and nature), and examples of national Uzbek animation were compared against one another.

## Results

As a result of the comprehensive analysis and empirical research conducted, several key scientific conclusions were drawn regarding the impact of animated films on the cultural and psychological life of society.

1.1. Aesthetic and Psychological Impact Level of Animated Films

According to its technological characteristics, the modern animation industry influences the viewer through multiple channels. These are visual, acoustic (sound and music), and semantic (text and meaning) channels:

- Visual Channel: Color gamma, frame dynamics, character appearance.
- Acoustic Channel: Musical accompaniment, sound effects, vocal texturing/intonation.
- Semantic Channel: Plot and core idea, value systems, national archetypes.

1.2. Survey Results Analysis

The results of the survey conducted among parents demonstrated the level of perception and consumption of animated films by children:

- Daily Viewing Time: 64% of respondents noted that their children spend an average of more than 2 hours a day watching cartoons. This indicator proves that the role of animation in children's lives is incredibly massive.
- Emotional Impact: 78% of parents stated that their children demonstrated feelings of empathy (compassion for others, helping, loving animals) after watching high-quality, spiritually and artistically rich animations.
- Aggressive Behavior: 42% of respondents reported that nervousness, sleep disorders, and aggressive actions toward peers were observed in their children after watching dynamic foreign cartoons filled with rapid frame transitions, conflicts, and destruction.

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| № | Animation Direction | Script Characteristics | Psychophysiological Impact |
|---|---|---|---|
| 1 | Cognitive-Developmental (Ages 3-6) | Simple plot, repetitive words, bright and clear shapes. | Focusing attention, speech development, faster learning of colors and environmental elements. |
| 2 | Artistic-Philosophical (Drama) (Ages 7-12) | More complex plotlines, conflicts between characters, and issues of friendship. | Forming a system of values, deeper perception of the concepts of good and evil. |
| 3 | Aesthetic and Technological (3D/CGI) (Wide Audience) | Dynamic actions, high-level visual effects, and computer graphics. | Forming aesthetic taste; however, excessive viewing leads to cognitive fatigue. |

## Discussion

The results of the study show that modern animation is not simply a means of passing time; it has become a strategic field with the capacity to manipulate public consciousness and instill specific cultural codes in children.

### 2.1. Script and Directing: The Evolution of Storytelling

In classic animation (for instance, 20th-century Disney cartoons or animations based on Uzbek folk tales), the concepts of good and evil were strictly demarcated. Villains were depicted in completely dark tones, while positive characters were portrayed as perfect and innocent.

In modern animation directing, however, these boundaries have become relative. For example, in Pixar Studio's films, the characters are not ideal: they have their own mistakes, fears, and internal conflicts. This approach increases children's adaptability to real life. It explains in an artistic language that a human being does not have to be exclusively positive or negative, and that there is always an opportunity to correct one's mistakes.

### 2.2. Sound and Music: The Psychological Impact of Acoustic Design

The second crucial pillar ensuring the effectiveness of an animation is its musical-acoustic design. The emotions of the viewer are managed through sound directing and sound design. In the films of the famous director Hayao Miyazaki, the music created by composer Joe Hisaishi possesses a meditative character, inviting the viewer into harmony with nature and calming their nervous system.

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Conversely, dynamic, short, and rapidly changing musical animations in a "clip" format induce hyperactivity in children. Such dynamics keep the cerebral cortex in a state of constant arousal, which subsequently causes difficulties in focusing attention during homework preparation or reading books.

## Conclusion

Based on this study, the following final conclusions were formulated:

- Pedagogical Control and Media Hygiene: It is necessary to form a culture of "media hygiene" within families and educational institutions. Methodological recommendations must be developed for parents on selecting content appropriate to their children's age.
- National Animation Concept: Local animation studios require not only financial but also scientific-pedagogical support. Child psychologists and folklore scholars should be involved in the scriptwriting process. Presenting the heroes of our national folklore in a world-class 3D format based on engaging scripts is an urgent, indispensable task today.

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