



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF FILM, THEATRE AND ANIMATION**

**SHORT ANIMATED FILM PROJECT
BEAUTY AND THE FEAST--
A STUDY OF NON-STEREOTYPICAL
GENDER PORTRAYAL OF
A TYPICALLY FEMININE ROLE**

**ARINA IZYAN BINTI RAMLI
2011567047**

**BACHELOR OF
CREATIVE TECHNOLOGY (HONS)
ANIMATION AND SCREEN TECHNOLOGY**

SEPTEMBER 2014

UNIVERSITI TEKNOLOGI MARA

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A STUDY OF NON-STEREOTYPICAL
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A TYPICALLY FEMININE ROLE**

ARINA IZYAN BINTI RAMLI

Academic exercise submitted in partial fulfillment
of the requirements for the degree of
Bachelor of Creative Technology (Hons)
Animation and Screen Technology

Faculty of Film, Theatre and Animation

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**FACULTY OF FILM, THEATRE AND ANIMATION
UNIVERSITI TEKNOLOGI MARA
CAMPUS PUNCAK PERDANA
SHAH ALAM, SELANGOR**

SESSION: SEPTEMBER 2014 - JANUARY 2015

THIS IS TO CERTIFY THAT

ARINA IZYAN BINTI RAMLI

2011567047

**HAS FULFILLED THE REQUIREMENTS OF AN ACADEMIC EXERCISE
AS OUTLINED BY THE ACADEMIC BOARD OF THE FACULTY**

DATE:

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SUPERVISOR

PUAN SITI HAJAR AZNAM

.....

DEAN

DATO' PROFESOR A. RAZAK HJ. MOHAIDEEN

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DECLARATION

I declare that the work in this academic exercise was carried out in accordance with the guidelines of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This exercise has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

Name of student : Arina Izyan binti Ramli
Student I.D. No. : 2011567047
Programme : Animation (CT227)
Faculty : Film, Theatre and Animation
Academic Exercise Title : Short Animated Film Project *Beauty and the Feast* -- A Study of Non-Stereotypical Gender Portrayal of A Typically Feminine Role
Signature of Student :
Date : January 2015

ABSTRACT

Many studies have been done to analyze gender representation in Disney films. In Malaysia, there have been significantly less gender-related studies focused on local animation. This study was carried out to investigate the gender roles and representation of female characters in Malaysian animated works. The findings from this analysis was used as support for the production of my short animated film project entitled *Beauty and the Feast*, in which I explored less stereotypical portrayals of a female character. A coded content analysis was carried out on several episodes taken from two Malaysian television series (*Upin & Ipin*, and *BoBoiBoy*), taking into account their current popularity among the target audience. The characters from these animations were investigated according to several stereotypical gender characteristics. Results suggest that both series portrays some degree of stereotypical representations of the female gender. In *BoBoiBoy*, though the female characters Yaya and Ying break away from some stereotypes by actively taking part in protecting the world from aliens, they still portray several stereotypical traits, such as being timid, and preferring not to fight. Although the characters in these series have portrayed non-stereotypical behavior at times, traditional ideals of femininity are still present in Malaysian animation. These findings enabled me to portray a female character that deviates from several gender stereotypes that are common in the animations studied. This research will contribute to the local literature on the issue of gender representation, and encourage more discussion regarding gender stereotypes in Malaysian media.