

UNIVERSITI TEKNOLOGI MARA

**GENDER REPRESENTATION IN
MALAYSIAN TELEVISION
ANIMATION**

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PhD

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AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Local scholars rarely debate the position of gender in animated media. Significantly, each gender image displayed has its own ideology, either in the form of animated works, or those influenced by the doctrine of hegemony and status quo. This study therefore, analyses gender representation in Malaysian television animation. The purpose of this study is to identify the types of gender representation evident in Malaysian television animation and to analyse the relationship between gender images portrayed and its formation influenced by social constructs. The research applies a text analysis approach that uses content analysis through data collection from video selection and video retrieval to obtain information and data from the selected samples. There are five animated samples, of four episodes each that have been selected based on the popularity of animation on Malaysian television. The study reveals gender patterns evident in the television animation that mostly use the characters of five to twelve year old boys as the main characters. In addition, the construction of the male and female genders are divided based on their characteristics and roles. In terms of animated storytelling theme, the background or setting of the animations are in the village but of modern urban residential. The animations also maintain the concept of multi-racial and plural societies in the narrative of the storytelling. It is hoped that this study can be used as a benchmark to produce future animation that is diversified in its representation of characters whilst empowering female characters as its protagonist.

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