Animals

1. There is much animal representation in mainstream popular culture and also digital media e.g. games

2. Animals were first recorded in hieroglyphics and ancient Palaeolithic cave paintings, Noting the everyday occurrences between humans and animals in their environment.

Representations

1. The images of animals as producers of food and clothing are not often found

2. Animals are not always animals in popular culture.

3. The representations vary from sweet and endearing pets to they mythical, to monsters.

4. Thus the identify of otherness is often found

Anthropomorphism

1. Often animals are totally anthropomorphised and have little left of their animalism Except for their appearance

2. Especially in the fantasy genre, humans and animals are fused - or the boundaries between them are blurred.

Why look at animals

1. In 1977 John Berger wrote an essay *Why look at animals*

2. There are different perspectives on human-animal relations but often ethics as the basis of animal advocacy is included

Types of representation

1. I am sure you can think of how animals have been used in

2. Advertising

3. Art and photography

4. Film and Television – Disney

5. Internet Memes

6. Games

7. These include where animals are animations.

What is anthropomorphism

1. The attribution of human characteristics of behaviour to a god, animal or object

2. Berger noted that (1992, p.26) 'commercial diffusion of animal imagery, all began as animals started to be withdrawn from daily life'

3. The role of anthropomorphism in films reinforces animals as symbols and our value systems. Such as Finding Nemo conveys the importance of family through anthropomorphised marine life (and Finding Dory)

4. Dory – teaches us to just keep swimming

5. Lilo and Stitch also teach kindness and being nice to other, to respect your family and then you will be accepted in society.

Anthropomorphism in Disney

1. Conveying a world similar to our own and conveying human tendencies in animals to encourage empathy for their situation

2. Animals in film reaffirm our values and beliefs

Documentaries.

1. Wildlife documentaries also have heroes and villains to connect with the viewer Highlighting ferocity of animals – to engage the audience.

2. However, these can be misleading, e.g. In The Frozen Planet, the birth of a polar bear was not in Antarctica, but filmed in a den in a zoo (Evans 2016).

3. Thus - are there ethical issues?

Story telling

1. This the story telling aspect of animals that can talk, comment and have human characteristics mhas also happened alongside animals being domesticated – and bestowed with quasi human qualities

2. In Disney the animals substitute for people

3. Animals can liberate humanity from the woes of life – representing freedom

Three kinds of animals

1. Animals as individual animals – family pets e.g. My cat, my dog. These animals invite us to regress

2. A second type of animal - Animals as treated in the great divine myths, animals as mythical, wise or magical.

3. Demonic animals – those in packs or animals as monsters or evil.

Popular culture

1. We see all these animal types in popular culture.

Pets and internet and identity

1. The extended self – the resemblance between a pet and owner where we Project our own personality onto animals
2. Pets can express emotions that might be forbidden for humans
3. Pets are expressions of our identities and it is suggested we have social connection with the pets

The Internet and Furries

1. Furry fandom is a subculture interested in anthropomorphic animal characters
2. Furries – started with anthropomorphic characters in science fiction novels and films with animals – including Disney films and cartoons.
3. Fans may create their own tows sometimes called plushies and build elaborate costumes
4. Some establish a fursona – avatar to represent themselves which include different species.
5. Inclusion and belonging are central themes – which we can look at in the seminar in relation to subcultures
6. There are other subcultures to do with pets which relate to images/symbols.