

# Research on Cultural Orientation and Its Aesthetic Value of American animated

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**Abstract:** As an important part of the art of film, audiences all over the world for its unique expression and artistic style love animation. American animation film, represented by Disney in the development process of the past 100 years, draws on the creative materials of different countries and different cultures. Under the influence of Disney brand culture, the brand is used as the call, the emotion is used as the bond, and the hero grows to the world. The recognition of the regional audience, the audience of different cultures, different beliefs and different values are unified into the system of American cultural values.

## 1. Introduction

Since the birth of the animation in 1907, it has a history of more than 100 years. It contains many art languages such as art, music, literature and film. The United States is a big country in animation production. The development of American animation represents the past and future trends of animation development in the world to a certain extent, and Disney is an important epitome of the history of American animation [1]. Disney's animated film with nearly a hundred years of history successfully combines American cultural values with world culture, and uses Disney's artistic language successfully spread American cultural values to the rest of the world.

Animation has the dual characteristics of material and culture. As an animated feature of matter, it mainly refers to the material ontology that carries animation. Its realization involves the production and production of animated ontology, the marketing and dissemination of animation products, and the management and development modes. The link, as the animated feature of culture, mainly refers to the ideology, ideology, culture, and values that are carried by the animated image. It is expressed as the call for the audience's values, ways of thinking, aesthetic appeal and its enormous influence.

## 2. The cultural value of American animation

The Indians were natives of North America. From the 16th century to the mid-18th century, European countries established 13 colonies in North America. Due to the high-pressure policy imposed on the North American by the British colonists, the local residents were strongly resisted. In 1783, 13 states in North America won the War of Independence under the leadership of Washington and became an independent sovereign state [1]. Due to the history of colonial history, the history of the United States is relatively short. The existing culture of the United States is deeply influenced by ancient Greek culture, Roman culture, Christian culture, French enlightenment and British traditional culture. Driven by the combination of European immigration factors and objective natural conditions, American culture is full of various contradictions, conflicts and integrations in the process of its formation, with distinct cultural characteristics. From the outside, American culture has a unified value, while the interior presents a colorful and multicultural form, emphasizing personal interests first, pursuing enjoyment, emphasizing individual struggle through individual struggle, pursuing democracy, and stressing rational and practical characteristics[1]. This kind of values has also profoundly affected the film and television culture in the United States.

### 2.1 The globalization of the American animated image.

Animated image is the most important component of cartoons and the most important carrier of

animation culture. Therefore, the best entry point for the study of American animation culture characteristics is the animated image of American cartoons. "The cartoon image in the usual sense refers to a fictional character image carried by animation, comics, games, etc. [2]". American cartoons based on stories from all over the world account for 95% of the total: such as the "Kung Fu Panda" series from China, "Rio Adventure" shows Brazilian customs, "Pinocchio" from the Italian writer's fairy tale in the novel, "How to Train Your Dragon" is derived from Nordic culture, and "Aladdin" comes from Islamic culture. The American animated image is represented by Disney animation, and Disney has created animated images of the "Mickey Mouse" and "Donald Duck" series that are still classic today. Since then, Disney's representative works are a series of animated images represented by "Superman Story" and "Toy Story"(such as Fig.1). Since 2009, Disney has successively created a number of heroic animated images, such as Iron Man, the Avengers, and so on.



Fig. 1 World culture background of American animation

## 2.2 American culture of American animated image loads.

The mainstream American culture is the WASP culture, which advocates individualism, the city of mountains, universalism, and work ethics. The American animated image is the carrier of WASP culture - widely spread as American animated images are accepted and consumed[2]. For example, the individualistic thought is concentrated in the theme of "Kung Fu Panda". Panda Abao has been eager to be a hero who will work hard, but Dad hopes that Abao can make noodles safely. However, in the end, Dad's teachings allowed Panda Abao to follow his own heart. Abao realized that the secret of Kung Fu is to believe in himself. The pursuit of love represents the affirmation of the individual's right to pursue happiness, and American cartoons that express love have always accounted for a large proportion. "Snow White" "Beauty and the Beast" is a variant of the Princess Prince's love story mode and mode. The core is to overcome obstacles, overcome evil, and pursue personal happiness. The American animated image has always had a direct expression and praise for American work ethics. The dwarfs who enjoy labor and happy work in "Snow White" all show positive status of happy work.

## 2.3 Denationalization of American animation culture.

In the process of cross-cultural communication, American animation uses the universal culture and transforms the excellent heterogeneous cultural resources through its powerful cultural resource conversion power, showing a strong tendency to denationalize (such as Fig. 2). American cartoons package high-quality national culture and themes (story), retain the national cultural symbols that are loved and loved, and embed American cultural values, universalism, epochal spirit and artistic expressions to achieve excellent national culture. Degradation, dwarfing, and even replacement and replacement have enabled the cartoons marked with the "American culture" to be successfully consumed while effectively realizing the expansion and colonization of cultural values and national image. For example, the Disney film "Mulan" is based on China, but it has been de-nationalized. It is a story about the realization of the American dream by small people simply by means of traditional Chinese symbols. The film conveys the history of American struggle: Even a small person, who is blinded by others, as long as he is loyal to his own ideas, can finally realize his dreams [3].



Fig. 2 American animation of American culture

## 2.4 Material characteristics of American cartoons.

1) The animation of the cartoon ontology supported by advanced production technology. The visual feast is an important feature of the American cartoon material ontology. In terms of animation, computer graphics and image processing technology are widely used: in animation visuals, Autodesk 3ds Max, pre-production of Flash animation, CS, Photoshop and other cartoon mid-production, Premiere, Combustion and other cartoon post-synthesis, auxiliary modeling of animation images such as Poser and Brush, rendering of animation scenes such as VUE. For example, Pixar has produced many vivid animal images [3]. The hair of these animals is made by computer technology. The effect is amazing. There are 1,150,070 hairs in Remy's in *Ratatouille*. In *Toy Story 3* There are 3,347,271 hairs on the bear. Computer technology can not only play an active role in the outstanding details and authenticity of the animated image, but computer technology can also form a new animated audio-visual language to further enhance the narrative ability of cartoons, such as computer technology can generate key frames between animations[4]. The middle picture can create vivid scenes, fauna, huge cities and spectacular volcanoes and hurricanes.

2) Animated ontology representation based on narrative aesthetics. The first is the dramatic feature of American animation in narrative mode. That is, American animation is based on the conflict of drama as the core to describe the story. Generally, there are contradictory generation, development, and resolution processes. Some plain contradictions are often composed of conflicts with sound and color [3]. The plot is getting nervous and exciting. For example, the Hollywood animation film frequent application software Final Draft for the dramatic design of the expression: the five-minute strong conflicts, the contradictory struggle on the 20th page of the script, the script on the 25th page, the protagonist victory suddenly hit hard, Until the last minute, the protagonist reversed the situation. The second is the filmmaking feature of American cartoon narrative means[4]. American animated film narratives mainly include parallel montages and cross montages. Parallel montage applications are more extensive, and two-line parallel crossings are more conducive to attracting viewers. For example, the film "The Story of the Sea" is two clues: a clue is a journey of finding a child.

## 3. The aesthetic value of American animation

Animation is an exaggerated art, such as fantasy modeling, freewheeling through time and space, exaggerated movement performance, all derived from life, higher than life exaggeration, induction and creativity, in order to achieve the soul communication with the viewer Meet the spiritual needs of the viewer to achieve the pleasure of the senses. For example, the cartoon "Snow White" produced by American Disney Company in 1936 uses beautiful and realistic style, delicate and flexible animation performance technology and dreamy structure combined with virtual and real, giving people a sense of warmth and security, especially in line with children's aesthetics. Psychology, so the cartoons broadcast in the past 80 years, the viewers are never tired of the classics [5].

"Fantasia" has become the most historical and commemorative asset in the Disney animation library. Its artistic achievements have not yet been a musical piece that can be surpassed. Mickey Mouse's little magician wearing a red robe is even more Become one of Disney's most famous representative marks for more than 60 years. Fantasia 2000 is a sequel to Disney's third classic anime

"Fantasia". Through the most advanced technology, it combines classical music and animation art, combining classical music with animation and interpreting music with art. With wonderful animations and music, people are happy to enter the new millennium[5]. The new 3D animation "The Rapunzel" directed is beautiful and exquisite, revealing an epic atmosphere, and at the same time, there is no lack of lyrical style concept design, giving the viewer a stunning art feast. Similarly, China's animation representative works "Da Zao Tian Gong", "Xiao Xiao Ma Ma", etc., all with their unique decorative style and ink-and-wash style, so that people can appreciate the beauty of artistic expressions while enjoying the beauty of animation. The aesthetic value of art is truly reflected in the combination and unity of reason and emotion.

### **3.1 Aesthetic orientation.**

Aesthetics is a special form in which humanity grasps the world. It is the ability of human beings to distinguish and choose all things and things in the world. It is an important part of human quality structure. It is human understanding of "truth" and "goodness". The value base of "beauty". People's aesthetic psychological structure includes aesthetic perception, aesthetic imagination, aesthetic emotion, etc., as well as children's aesthetic psychological structure[6].

Aesthetic orientation can be said to be the criterion for human beings to judge the beauty and ugliness of good and good, and to be the range of personal choices for things. It has the characteristics of time, nationality and class. The formation of human aesthetic orientation is mainly through vision and hearing[5].

### **3.2 The aesthetic function of animation.**

The aesthetic characteristics of animation are mainly reflected in the story plot, art design, modeling design, lens picture, language dialogue, habit dynamics, etc., such as the animated character landscaping beautification or ugly, the beauty of the scene design. It directly reflects aesthetic orientation, value judgment, national psychology, humanistic spirit, social value, life value, spirit of the times, animated storyline, role description and politics, morality and ideology, and a new visual language digitized in the world. In the era of animation, animation is both a medium of visual art and communication, and an important tool for education and communication. When children watch an animation, they perceive, absorb, and transform the aesthetic elements contained in this intuitive visual content[6].

The function of animation to children's aesthetic education is unique and intuitive than other traditional methods of education, and information is more easily "received" and "inherited" by children. Animation has a strong intellectual and aesthetic teaching function that matches the aesthetic value of aesthetic education. Each type of visual element in the animation has relatively independent aesthetic characteristics. The elements are interrelated and dependent, and a unique visual form and aesthetic function are constructed.

### **3.3 The role of animation in cultivating values.**

When adults choose books, they will make rational judgments according to their own needs. Because children have no life experience and no correct concept of right and wrong, they have no ability to select and distinguish when they choose to read and receive information. This leads children to absorb everything they see, hear, and touch. Because imitation is the most important feature of childhood learning, it is the basic cultural way of children's general cultural characteristics and the development of sentimental intelligence. Children not only imitate the behavior and behavior of animated characters to put into action, the beauty or ugliness of the picture will remain intact [7]. Imprints in children's memory, especially those ugly words and deeds and pictures can mislead children's ability to distinguish and confuse right and wrong, so animation works must assume social responsibility and educational functions to promote humanistic spirit, noble sentiment, aesthetic design and correct Values and education are influential to influence and edify the viewers. Only in this way, protect can children's physical and mental health grow and the horizons from pollution.

### 3.4 Value of living habits development.

Childhood is the basic construction period of human heart journey, and it is the key period for the formation of habit and goodness[7]. Suhomlinski once said, "Good feelings must be rooted in childhood. If good feelings are not formed in childhood, then you can't cultivate this kind of feeling at any time." Children's horizons are a piece of white paper, what kind of visual imprint will be preserved, and the accumulation of aesthetic vision and aesthetic taste will be formed over time. Beautiful animation can cultivate children's sentiments, improve children's aesthetic taste, and cultivate children's good feelings. The violent violence animation brings children much more poison than the former. This erosion and pollution will be the soul of the people. It is difficult to repair, especially some animations that are adult, vulgar, ugly, and shoddy, which will make children's aesthetic orientation biased[7]. For example, some swear words in some animations have become children's mantras. Some violent and dangerous actions have become tragedies in reality. The main reason is that children's learning and learning are characterized by interest, from passiveness and imitation. Departure, intuitive experience and experience guided by language, picture and sound. Children are more susceptible to adverse visual information than adults are and have a "behavioral imprinting effect".

Beautiful and pleasing entertainment is the artistic value of animation. Using animation to guide children's aesthetic quality and aesthetic education is conducive to cultivating children's good character, helping children's brain healthy development and potential development, helping children's imagination and the development of creativity plays an important role in the balanced growth of children.

## 4. Summary

As an integral part of the art of film, animated films are deeply loved by modern audiences, especially the younger generation, and play an important role in the spread of culture and values. In terms of the regionality, timeliness and nationality of culture, the collision between different cultures will inevitably lead to conflicts and conflicts. American animated film art in the context of globalization, especially in the animation industry represented by Disney, through the extensive usage of creative materials from around the world, through the processing methods such as miscellaneous and transformation are universally recognized by human society, with emotions.

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