Content Analysis of Universal Values in Popular Hollywood Animated Movies
A Study of Universal Values from 2010 To 2020

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Abstract

This research study was conducted to perform a detailed content analysis of the most popular Hollywood animated movies. Each movie is from the top animation houses for instance, Disney Animation Studios, Pixar and DreamWorks Animations. And, for this purpose a sample of 10 years with total 9 feature-length animated movies was selected to understand the content through depiction of universal values. Since audiences have a love-hate relationship with movies from the beginning, nonetheless, movies, particularly animation has always been a source of entertainment among the children and adults alike. Therefore, our focus is on the depiction and frequency of universal values in the animated movies for instance, which of these have appeared the most and which are the less repeated among all the values analyzed in the study.

Keywords: *Popular, animated movies, universal values, content analysis, Disney, animation.*
JEL Classification:

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1) INTRODUCTION:

Animated movies have now become a multi-billion dollar business and gain critical acclaim across the globe. Animation being a big business has always gathered audience from around the world. These are produced to arouse the fantasy among the audiences by providing fun and joy to the viewers who can seek refuge from the daily boredom.

In view of Albert Bandura, children observe the people around them behaving in various ways (Bandura, 1961) (S.A, 2016)1. Since the messages these movies convey are designed and scrutinized according to the desires of the media people. These messages have immense and inevitable impact on its audiences. People watching a television program or a movie tend to believe whatever is depicted in it. It seems that children are most susceptible to media messages. In order to understand what content these animated movies are selling to their audiences, content analysis of 9 feature-length animated movies has been conducted. The sample includes How to train your Dragon (2010), Wreck it Ralph (2012), Frozen (2013), Big Hero 6 (2014), Zootopia (2016), Coco (2017), Ralph breaks the Internet (2018), Abominable (2019), and Onward (2020)

Among the above mentioned movies we have tried to study if messages related to universal and social values really exist in the content, along with the analysis of the occurrence of universal values that are depicted in these movies. And to give bases to our study we have taken reference of Marshal McLuhan, a Canadian literary scholar, presented his famous work "The medium is the message" which explains that medium transforms our experience of ourselves and our society and it's ultimately medium which is more impacting than the messages transmitted from the medium. (McLuhan, 1964)2z

2) WHAT EXACTLY ARE UNIVERSAL VALUES?

Universal value is something which is found everywhere and is considered valuable. These values are accepted commonly by many societies whether intentionally or unintentionally and clearly these values exist in their behavior and attitude patterns. And, for this purpose we have short-listed some of the universal values which were studied while analyzing the movies for example, 'benevolence', 'self-direction', 'hedonism', 'power', 'tradition' and 'spirituality'. These values are explained in the light of the definitions explained by Rushworth M. Kidder and Shalom H. Schwartz.

"President of the Institute for Global Ethics, Rushworth M. Kidder identified a list of common human values shared by most cultures throughout the world in his book Shared Values for a Troubled World, explains:

Benevolence: Goodwill, kindness, charity, honesty, truth, forgiveness and friendship. Having a sense of ownership of one's acts for others or on the behalf of others. This is often promoted in religious beliefs. We serve others to find self-actualization.

Power: This is the capability to be in command. We seek apperception and recognition from others. Power can take the form of social influence or even wealth

as well as more destructive means.

Self-direction: We seek a freedom of choice! The empowerment to determine what direction we will choose to focus our lives upon."3 (Kidder, 1994)

Spirituality: has been defined as "the way in which people understand and live their lives in view of their ultimate meaning and value" (Muldoon and King 1995), p. 336),

 as "a subjective experience of the sacred" (Vaughan 1991, p. 105), and as "a quality that goes beyond religious affiliation, that strives for inspirations, reverence, awe, meaning and purpose, even in those who do not believe in any good." (Murray and Zenter 1989).

(Eltica de Jager Meezenbroek, 20th July, 2010)4

Hedonism: Pleasure or sensuous gratification for oneself.

Tradition: Respect, commitment and acceptance of the customs and ideas that one's culture or religion provides.

Conformity: Restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms. (Timo Partala, May, 2016)5

3) LITERATURE REVIEW:

"Films for children contribute hundreds of millions of dollars to Disney annually (Robertson, 2008). One researcher suggested that Disney films inspire at least as much cultural authority and legitimacy for teaching specific roles, values, and ideals than more traditional sites of learning such as public schools, religious institutions, and the family (Giroux, 1995).

Disney characters have commonly been cited in social psychological literature as evidence of the stereotype known as "what is beautiful is good" (Dion, Berschied, & Walter, 1972)" (Doriz Bazzini, 2010)6

"St.Paul wrote, "Whatever is true, whatever is honorable, whatever is right, whatever is pure, whatever is lovely, whatever is of good repute, if there is any excellence and anything worthy of praise, let your mind dwell on these things." (Bennet, 1993)7"

"Values have been a central concept in the social sciences since their inception. For both Durkheim (1897/1964) and Weber (1905/1958), values were crucial for explaining social and personal organization and change. Values have played an important role not only in sociology, but in psychology, anthropology, and related disciplines as well. Values are used to characterize cultural groups, societies, and individuals, to trace change over time, and to explain the motivational bases of attitudes and behavior. Application of the values construct in the social sciences during the past century suffered from the absence of an agreed-upon conception

of basic values, of the content and structure of relations among these values, and of reliable empirical methods to measure them (Hitlin & Piliavin, 2004; Rohan, 2000). Recent theoretical and methodological developments (Schwartz, 1992; Smith & Schwartz, 1997) have brought about a resurgence of research on values." (Schwartz, 2012)8

 "Although researchers have acknowledged the importance of values and though there are many general value surveys for personality assessment (Döring et al., 2010; Rokeach, 1973; Schwartz, 1992, 2006; Schwartz et al., 2001)

In line with McCarthy and Wright (2004), it is widely thought that emotions are highly involved in user experience. The field of user experience has mostly been inclined toward studying positive emotions. For example, Tiger's (1992) framework of four pleasures became well known in the field after it was popularized by Jordan (2000)." (Timo Partala, May, 2016)9

4) METHODOLOGY:

This research is based on the content analysis of 9 feature-length animated movies taken from a decade (i.e. 2010 till 2020) with IMDb ratings above 7. The movies selected are highest-grossing popular animated movies from the Walt Disney Productions, Pixar Animation Studios and DreamWorks Animation.* (IMDb)10

The purpose of this study was in-depth analysis of the message system depicted in terms of universal and social values in the movies. During the study we have come across following questions for which we have tried to find out answers:

Do these animated movies contain universal values?

What are the most and least repeated universal values in these animated movies?

5) DATA INTERPRETATION:

1.1) HOW TO TRAIN YOUR DRAGON (2010)

Duration: 1hour 37mins

IMDb Ratings: 8.3/10

Serial number	Universal values	Duration of values depicted	Total time
1	Power	1:46-2:00= 14secs 2:40-3:00= 20secs	34secs
2	Hedonism	3:00-3:12= 12secs	12secs
3	Self-direction	11:33-12:18= 45secs 39:00-39:35= 35secs	1min 20secs

4	Benevolence	29:00-30:20= 1min 20secs	16 mins 23secs
		33:00-33:11= 11secs	
		35:10-37:00= 2mins	
		46:46-47:06= 20secs	
		54:18-56:00= 1min	
		1:03:43-1:04:15= 32secs	
		1:12:30-1:23:34= 11mins	

1.2) WRECK IT RALPH (2012)

Duration: 1hour 41mins

IMDb Ratings: 7.7/10

Serial number	Universal values	Duration of values depicted	Total time
1	Benevolence	8:50-9:00= 10secs 42:16-42:28= 12secs 44:22-44:46= 24secs 49:50-50:55= 1min 5secs 56:05-58:00= 1min 1:02:35-1:02:50= 15secs 1:06:23-1:06:47= 23secs 1:14:00-1:15:20= 1min 20secs 1:15:30-1:15:55= 25secs 1:22:15-1:27:14= 5mins 1:26:27-1:28:20= 2mins 1:30:00-1:31:00= 1min	13mins 14secs
2	Self-direction	23:45-24:05= 20secs 41:20-41:30= 10secs 1:16:50- 1:19:02= 2mins 12 secs	2mins 42secs
3	Hedonism	25:30-26:15= 45secs 51:16-51:35= 19secs 1:27:15-1:27:26= 10secs	1min 14secs

1.3) FROZEN (2013)

Duration: 1hour 42mins

IMDb Ratings: 7.5/10

Serial number	Universal values	Duration of values depicted	Total time
1	Hedonism	3:42-5:16= 34 secs 34:51-36:14= 1min 33secs 47:40-49:20= 1min 40secs 55:46-58:25= 2mins 50secs 1:26:26-1:27:34= 1min 8secs 1:29:31-1:29:37= 6secs 1:30:17-1:31:06= 50secs 1:31:50-1:32:35= 45secs	9mins 26secs
2	Benevolence (helpfulness)	7:21-7:53= 32secs 17:00-18:12= 1min 12secs 38:46-52:50= 13mins 4secs 49:45-49:55= 10secs 58:54-1:00:56= 2mins 2secs	17mins
3	Benevolence (friendship)	8:24-9:00= 36secs 22:45-25:40= 3mins 1:02:00-1:04:00= 2mins* 1:04:45-1:14:42= 10mins 1:18:42-1:26:08= 7mins 26secs 1:19:50-1:23:00= 3mins 10secs** 1:31:16-1:31:30= 14secs	26mins 26secs
4	Benevolence (forgiveness)	54:35-54:50= 15secs	15secs
5	Power	15:45-17:00= 1min15secs 19:00-20:30= 1min 30secs 26:38-27:00= 22sec 27:24-29:00= 1min 36secs 31:04-34:46= 3mins 52secs 1:15:08-1:18:08= 3mins 1:15:46-1:15:53= 7secs	11mins 41secs

*One of the main characters of the movie Christoff at 1:02:08 realizes that Anna (his love interest) has been struck by Elsa's (Anna's elder sister and queen of Arendele) curse and all her hair is turning white. He suddenly remembers this scene from his childhood when it happened to Anna back then. He immediately takes Anna to the Trolls to help save her.

**At 1:21:20-1:21:22 Olaf (as side kick in the movie) says to Anna, "some people are worth melting for".

1.4) BIG HERO 6 (2014)

Duration: 1hour 41mins

IMDb Ratings: 7.8/10

1.5) ZOOTOPIA (2016)

Duration: 1hour 48mins

IMDb Ratings: 8/10

Serial number	Universal values	Duration of values depicted	Total time
1	Self-direction	2:10-2:40= 40secs 5:52-7:52= 2mins 9:30-12:45= 3mins 16:30-17:50= 1min 20 secs 1:34:36-1:35:00= 44secs	6mins 44secs
2	Benevolence	4:06-05:50= 1min 44 secs 50:02-50:16= 14secs 51:38-51:50= 12secs 56:50-58:00= 1min 10secs 1:01:16-1:02:00= 1min 44secs 1:04:17-1:04:32= 15secs 1:10:41-1:10:50= 9secs 1:22:44-1:23:00= 16secs	5mins 44secs
3	Power	35:42-37:00= 1min 18secs 49:40-49:52= 12secs	1min 30secs

1.6) COCO (2017)

Duration: 1hour 49mins

IMDb Ratings: 8.4/10

Serial number	Universal values	Duration of values depicted	Total time
1	Self-direction	2:03-2:48= 46secs 4:09-4:48= 40secs 11:57-13:38= 41secs	2mins 7secs

2	Tradition	3:07-3:49= 43secs	2mins 22secs
		9:27-10:00= 33secs	
		18:56-19:32= 36secs	
		1:30:00-1:30:30= 30secs	
3	Conformity (obedience)	8:13-8:27= 14secs	14secs
4	Hedonism (pleasure)	49:16-50:52= 1min 36secs1:31:40-1:32:10= 40secs	2mins 16secs
5	Benevolence (friendship)	1:11:52-1:12:04= 12secs	2mins 34secs
		1:18:52-1:21:02= 2mins 10secs	
		1:22:08-1:22:20= 12secs	

1.7) RALPH BREAKS THE INTERNET (2018)

Duration: 1hour 53mins

IMDb Ratings: 7.1/10

Serial number	Universal values	Duration of values depicted	Total time
1	Benevolence (friendship)	1:00-5:00= 4ins	20mins 20secs
		11:08-11:40= 32secs	
		55:00-58:00= 3mins	
		1:07:00-1:08:36= 1min 36secs	
		1:12:30-1:13:40= 1min 10secs	
		1:15:50-1:15:58= 8secs	
		1:16:00-1:16:30= 30secs	
		1:16:31-1:17:00= 29secs	
		1:25:20-1:27:20= 2mins	
		1:27:50-1:28:20= 30secs	
		1:29:00-1:32:40= 3mins 40secs	
		1:35:45-1:38:40= 2mins 55secs	
2	Benevolence (helpfulness)	17:10-17:30= 20secs	5mins 50secs
		25:00-27:25= 2mins 25sec	
		39:00-41:00= 2mins	
		1:21:15-1:21:40= 25secs	
		1:22:30-1:23:10= 40secs	
3	Self-direction	16:20-16:50= 30secs	4mins 25secs
		46:11-46:55= 40secs	
		1:02:55-1:06:10= 3mins 15secs	
4	Hedonism	1:33:00-1:35:30= 2mins 30secs	2mins 30secs

1.8) ABOMINABLE (2019)

Duration: 1hour 37mins

IMDb Ratings: 7/10

Serial Number	Universal values	Duration of values depicted	Total time
1	Benevolence (friendship)	19:28-20:18= 51secs 24:40-29:30= 4mins 50secs 38:58-39:17= 18secs 1:01:51-1:03:43= 1min 52secs 1:04:59-1:05:06= 26secs 1:23:03-1:25:18= 2mins 15secs	8mins 18secs
2	Benevolence (helpfulness)	12:56-13:20= 24secs 14:20-17:52= 3mins 32secs 44:46-45:22= 36secs 55:37-55:50= 13secs 57:58-58:48= 50secs 59:12-59:28= 16secs 1:13:10-1:14:38= 1min 38secs 1:20:51-1:22:10= 1min 9secs 1:22:23-1:22:54= 31secs	6mins 14secs
3	Hedonism	41:00-41:16= 16secs 1:07:44-1:09:18= 1min 34secs 1:25:25-1:26:35= 1min 10secs 10:30-11:22= 52secs	4mins
4	Self-direction	5:14-6:28=1min 25secs 9:40-10:18= 38sec 43:24-44:00= 36secs 1:17:21-1:18:22= 1min	3mins 39secs
5	Power	29:38-31:55= 2min 17secs 1:14:43-1:15:08= 35secs	2mins 52secs
6	Tradition	4:38-5:15=36secs 7:50-9:10= 1min 20secs	56secs
7	Spirituality	1:10:10-1:10:50= 40secs	40secs

1.9) ONWARD (2020)

Duration: 1hour 42mins

IMDb Ratings: 7.4/10

Serial Number	Universal values	Duration of values depicted	Total time
1	Benevolence (Helpfulness)	01:27-01:30=3secs 01:40-01:42=2secs 01:48-01:50=2secs 32:30-32:44=44secs 43:00-44:00=1min 1:00:00-1:00:10=10secs 1:06:00-1:06:40=40secs 1:10:10-1:10:50=40secs 1:22:40-1:23:00=20secs 1:24:00-1:24:28=28secs 1:26:40-1:27:00=20secs	4mins
2	Benevolence (friendship)	8sec	8secs
3	Hedonism (love)	03:21-03:28=7secs 03:30-03:32=2secs 15:31-16:00=30secs 19:00-19:10=10secs 1:19:00-1:20:25=1min 20secs 1:28:00=1:30:00=2mins 1:31:00-1:31:12=12secs 1:32:00-1:32:24=24secs	4mins 43secs
4	Hedonism (pleasure)	53:30-54:35=1min 5secs	1 min 5secs
5	Self-direction	08:21-08:42=21secsz	21secs

The tables above are discussed in detailed in the Findings and Discussion part.

6) FINDINGS AND DISCUSSION:

The detailed content analysis of popular 9 animated movies provides us the understanding that universal values exist in the animated movies and are depicted in different ways. The basic human values as outlined by Shwartz, 2006 and Rushworth Kidder, 1994 discussed, such as, 'benevolence', 'hedonism', 'tradition', 'self-direction', 'conformity', 'spirituality', and 'power' are an integral part of the movies. The storylines are based on the universal values that significantly symbolize the importance of benevolence (friendship, helpfulness), hedonism (love, pleasure), Self-direction (choosing your own goal), and power (exercising authority—in a positive or negative way).

Do these animated movies contain universal values?

Yes, all the studied animated movies comprised Universal values like 'benevolence' with their sub-categories (friendship and helpfulness), 'hedonism' (love and pleasure), 'self-direction' (choosing your own goal), 'power' (authority), 'tradition' and 'spirituality', selected by the researcher for the analysis. The universal value of 'benevolence', 'self-direction' and 'hedonism' were among the most repeated values in most of the animated movies. 'Power' value was depicted positively as well as negatively. However, 'spirituality' and 'conformity' were the least depicted universal and social values.

What are the most and least repeated universal values in these animated movies?

The most repeated universal and social value in the selected sample was 'benevolence'. The total duration of 'benevolence' value is 139 minutes in all 9 animated movies analyzed. The researcher has further divided the main category 'benevolence' into friendship, helpfulness and forgiveness to understand the portrayal of the value in a broader sense. Benevolence does not only means to be kind and forgiving but it also means friendship and being helpful to others.

The sub-category friendship is the most repeated with total 89 minutes whereas the sub-category helpfulness comprises 50 minutes. Another finding is that forgiveness is the least repeated and less duration sub-category of 'benevolence. It lasted only 15 seconds in the movie Frozen (2013). On the other hand, the least repeated universal values on a collective basis are 'spirituality' and 'conformity'. 'Spirituality' was shown for 40 seconds in Abominable (2019) and 'conformity' lasted only 14 seconds in the animated movie Coco (2017).

The universal value of 'hedonism' is further explained in terms of love and pleasure, comprises a total of 27 minutes in all the movies selected for this study. Power is defined as authority exercised either positively or negatively. Overall duration of 'power' is 19 minutes with 'self-direction' (choosing your own goals) has a total duration of 15 minutes.

Analysis of universal values in the 9 animated movies selected for this study:

"How to train your Dragon" a popular animated movie by DreamWorks Animation, reveals that friendship is above all the emotions. The movie consists of universal values for instance, 'power', 'hedonism', 'self-direction' and 'benevolence'. The main character Hiccup (a petite and weak boy) befriends Toothless (a rare dragon "night fury") and together they fight the villain. Benevolence is the most repeated value with 16 minutes of duration and is shown on various instances when "Hiccup" tries to befriend and help the injured Toothless. Benevolence in terms of friendship is depicted with a gesture when Toothless shares his meal with Hiccup and when Hiccup pats Toothless' back. Whenever, both the main characters are in danger they try to help each other which manifests their friendship. The least shown value in the movie is power with only 34 seconds of duration.

The animated movie "Wreck it Ralph" depicts the emotions of friendship, love and perseverance in a way young and adult audiences can relate to it. For instance, everybody thought Ralph the protagonist has turned 'Turbo' (a term used for

game characters which are corrupted and are damaging the gaming system). On the contrary, King who seems to be nice and soft spoken is the real villain of the movie. He corrupted the game by being the virus. The movie shows universal value 'benevolence' (friendship) with duration of 13 minutes. Hedonism value (love) has the least duration 1 minute.

Top-grossing movie "Frozen (2013) was made by Walt Disney Productions. The movie depicts 'hedonism', 'benevolence' and 'power' as the main universal values. Frozen is based on rocky relationship between two sisters who are the princesses of Arendele. Their sibling bond goes through thick and thin but in the end they understand the meaning of true love. Benevolence in terms of sub-category friendship is shown for a total of 26 minutes and 26seconds. Sub-category helpfulness has 17 minutes duration. However, sub-category forgiveness comprises only 15 seconds. The value of 'benevolence' (friendship) is expressed in a way when one of the main characters of the movie Christoff at 1:02:08 realizes that Anna (his love interest) has been struck by Elsa's (Anna's elder sister and queen of Arendele) curse and all her hair is turning white. He immediately takes Anna to the Trolls to help save her. Another example of 'benevolence' (friendship) at 1:21:20-1:21:22 is when Olaf (as side kick in the movie) says to Anna, "some people are worth melting for".

The reason behind mentioning these above points is there seems to be certain instances where some dialogues and expressions in the movie gained a lot of attention by the audiences.

"Big Hero 6 (2014)"—brain-child of Walt Disney Animation Studios, has 'benevolence', 'self-direction' and 'hedonism' as main universal and social values. The movie is about a beautiful relationship between two loving brothers (Tadashi and Hiro) and a robot named Baymax. 'Benevolence" (helpfulness) is the most repeated value in the movie with total duration of 13 minutes 37 seconds. The least repeated sub-category (friendship) and 'hedonism' value is shown for 4 minutes in the movie. The most captivating scene was when Baymax (robot) stays behind in the magnetic portal just so he can save Hiro and Abigail. The scene lasts from 1:27:32-1:29:00. Another instance in the movie is when Hiro and Baymax try to save Abigail (daughter of the evil scientist), at 1:24:41-1:26:47. This shows that kindness is above all emotions when you have a good heart.

Another popular animated movie "Zootopia (2016)" made under the banner of Walt Disney Animation Studios comprises 'self-direction', 'benevolence' and 'power'. Zootopia's storyline revolves around Judy Hopkins (bunny) and her journey in the metropolis of Zootopia. Her perseverance (self-direction) helps her to overcome all the hurdles in the line of duty. 'Self-direction' is depicted for a total time of 6 minutes and 44 seconds in the movie, whereas, 'benevolence' sub-category helpfulness is the most repeated value with duration of 5 minutes and 44 seconds.

"Coco (2017)", the animated movie was produced by Pixar Animation Studios consists of universal values of 'benevolence', 'hedonism', 'self-direction', 'tradition', and 'conformity'. Coco is the story of a young boy named Miguel and his love for music. Miguel lives in a close-knitted family. They are a traditional Mexican family depicting the minute details of their culture in every possible sense

to draw a clear picture of the plot and characters. 'Tradition' is the most repeated value with 2 minutes and 22 seconds of duration. 'Benevolence' (friendship) is shown for 2 minutes and 34 seconds; 'self-direction' has 2 minutes and 7 seconds duration in the movie. 'Conformity (obedience) occurs for 14 seconds, as Miguel's character is disobedient.

"Ralph Breaks the Internet (2018)" is the sequel of Wreck it Ralph (2012) has gained much attention among its audiences. The story revolves around the internet gaming characters Ralph and Vanelope. Ralph is a true friend of Vanelope and he tries in every possible way to help her. He never leaves her side and together they face challenges in their internet gaming world. The movie has 'benevolence' and 'self-direction'. These categories are further divided into sub-categories where the researcher finds it necessary to explain 'benevolence' as both friendship and helpfulness. 'Benevolence' in terms of friendship occurs frequently with total duration of 20 minutes and 20 seconds. Helpfulness sub-category has a total of 5 minutes and 50 seconds. 'Hedonism', on the contrary is among the least shown value with 2 minutes and 30 seconds of duration.

DreamWorks Animations produced "Abominable (2019)" that comprises 'benevolence', 'hedonism' and 'self-direction'. This movie is about a girl named Yi and a Yeti. She names him Everest as he lives in the mountain Everest. Yi and her friends try to save Everest (Yeti) from a rich man and an evil zoologist. Their journey towards Everest's safe return to his home puts them in rough yet adventurous situations. Universal and social value of 'benevolence' (helpfulness) is the most repeated with 6 minutes and 14 seconds duration. Sub-category friendship has a total of 8 minutes and 18 seconds of time. 'Spirituality' and 'Tradition' values are shown for the least amount of time 40 seconds and 56 seconds in the movie.

"Onward (2020)" is the most recent amongst the animated movies included in this study. It is produced by Disney and Pixar Animation Studios. It comprises 'benevolence', 'self-direction' and 'hedonism' along with their subcategories which are classified as benevolence: helpfulness and friendship; hedonism: love and pleasure. The plot of this animated movie is based on fantasy characters such as elves, pixies and centaurs. The movie reveals the relationship between two brothers Bailey and Ian. Ian realizes throughout his magical journey that all the things he wanted to do with his deceased father, were actually taught to him by his elder brother Bailey. The most repeated universal value is 'benevolence' sub-category helpfulness consisting of 4 minutes. Sub-category friendship is shown for the least duration of 8 seconds and 'self-direction' takes up only 21 seconds in the movie. 'Hedonism' value (love) has 4 minutes and 43 seconds time, whereas, sub-category pleasure is depicted for 1 minute and 5 seconds.

7) CONCLUSION:

Disney Animation Studios have always come up with the most revered as well as criticized storylines. They have portrayed diverse cultures with the help of universal and social values in their movies. Since animated movies are a captivating genre of entertainment and media, therefore, these have a fair share of socialization for their potential audiences. DreamWorks Animations and Pixar Animations have catered

the audiences with their computer-generated animation by advancing the animation world. All these production houses are inculcating different messages through their products and maintaining their positions as entertainment providers in the genre of animation, TV and films.

The present study tries to find out if the content of animated movies comprises universal and social values or not. This research also discusses the most repeated and least repeated values during the analysis. Universal and social values short-listed for this research are the common concepts that we experience in daily life. For instance, friendship, forgiveness, love, kindness, taking responsibilities for your actions and exercising your authority, are all familiar notions. Our perceptions regarding these universal human values might be same despite the diverse cultural settings but how they are portrayed and what symbolizes them is what makes these values so intrinsic and unique.

The study seeks is to understand the ways in which the universal human values are portrayed and the emotions attached with them. The way these values are depicted in the movies is the main concern. Consequently, what universal values do these movies contain and how does the viewers perceive them has a value for the researcher's intrigue.

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