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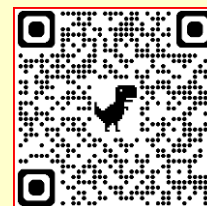
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FROM TALES TO CARTOON WORLD: EXPLORING THE SOCIOECONOMIC CONFLICTS IN THE CARTOON SERIES *THE JUNGLE BOOK*

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ABSTRACT

This research explores the Marxist elements in the cartoon series The Jungle Book. The objective of this research is to investigate the cartoon's fundamental authoritarian Marxist beliefs of Karl Marx, including materialism, capitalism, class conflict, circumstances in society, and the class framework. The investigation, which draws on the main framework, also attempts to investigate how past events and real-world conditions and the connection between them are portrayed in the cartoons, as well as how it reinforces capitalist patterns in the community and offers a more comprehensive view of the fundamental relationships of authority and misuse that exist in the community from a socialist standpoint. The qualitative investigation approach was used by the investigator. Using an excerpt from the cartoon The Jungle Book, the investigation applied Marxian concepts to material interpretation using a method of qualitative inquiry. The subject matter was selected from cartoons with fundamental Marxist components using both standard and important event methodology. The results of the research show that the cartoons have subliminal Marxist elements that fit with the framework theory of the universe. The cartoon's main protagonists pursue financial fulfillment and engage in practical contact with others, a process that breeds imperialism, capitalism, class conflict, consumerism, and transformed associations. Overall arguments based on the outcomes of the research suggest that Marxist aspects are heavily represented in the cartoon and provide a framework for revealing economic and social conflicts in an adapted universe via a Marxist perspective, revealing the fundamental exploitative hierarchical structures, and capitalist patterns in the community.

Keywords: Cartoons, Sublimity, Marxism, Interpretation, Capitalist Patterns

Introduction:

Alongside various other things, providing viewers with amusement and enjoyment remains part of the main functions of literary works. This has also resulted in the production of an enormous quantity of imaginary writing, such as books for kids since it is not immune to the consequences of the community. Animated cartoons, which are a subset of kids' literary works, have a special effect on their views and emotions and have a major effect on their behavior because the press can shape viewers' beliefs, ideas, and behavior as well as the development of ideologies (Gatel, 2019). At one point, the writers took advantage of the situation and gave the children ethical instruction in addition to pleasure. However, others have created seemingly innocuous tales that convey naive longings for romance and devotion devoid of any pedagogical intent. Despite its apparent lack of risk, this endeavor has played a significant role in normalizing

societal structure and class distinctions, which are the main causes of the biases and disparities that permeate culture. Rudyard Kipling's 1894 story of identical title was adapted into a Cartoon series in 2010 called *The Jungle Book*.

Numerous books for kids have been closely examined over many years, and a lot of cultural implications have been discovered in the meantime, proving that little literature is free of any further underlying significance. Similarly, Rudyard Kipling's *The Jungle Book* (1894) and Christian Croquet's 2010 cartoon adaptation have been extensively examined, with narrative, protagonists, and concepts being thoroughly examined.

These engrossing works of fantasy, involving numerous others, are much more complex than they initially appear. "*The Jungle Book*

looks innocuous as cartoons" (Majid, 2022, p.81). Little "maybe appear safer than beings in their environment, growing and engaging with a young child whom they consider, occasionally, a member of them," it turned out. However, the creation and execution of *The Jungle Book* as an animated "cartoon series" improves several difficulties, particularly about the intersection of young people's instability and the marginalized animal-man-Other combination, as well as wider economic status, racially diverse empire, and cultural difficulties.

To demonstrate how seemingly innocent books for children secretly promote and instill unfavorable concepts like that financial wealth includes power within society, prejudice, materialism, and exchange, which additionally provides an impression of bogus awareness within ordinary people, this article will examine the 2010 cartoon series adaptation of that book regarding a Marxist viewpoint of system of distinction and societal order.

Since fiction is merely an extension of what is happening, its realm is hardly beside it. Via fictional characters that are not actual but represent the actual world, fiction consistently depicts everyday life (Gull et al., 2023). Since individuals first existed in societies with social and economic realities and division systems, it is usual for fiction throughout history and literary works for kids, in particular, to use cartoons to depict these economic and social relations and class systems. Although numerous research studies have been done on the cartoon series *The Jungle Book*, few yet attempted to analyze it according to a Marxist standpoint to investigate the ideas of class conflict and capitalist viewpoints. Thus, it is essential to examine the fundamental awareness of class, materialism, commerce, power conflicts, and societal patterns that underlie the naturalistic interactions of creatures in the animated cartoon *The Jungle Book*.

Literature Review

Marxism, an idea that condemns industrialist societies as oppressive and forecasts that it would ultimately result in a division amid the industrialist and socialist strata in all of society's spheres, was created by intellectual, analyst, and sociologist Karl Marx. Marx maintained that tradition is a byproduct of past circumstances that help individuals construct their economic lives instead of an independent thing. "The complete intellectual survival of a community and its communal structure will ultimately be determined by the dominant patterns of oppression and rule that control socioeconomic equilibrium throughout a specific age of humanity." (Suprayogi & Novanti, 2021)

An Explanation of the Concept

The social, political, and economic structure of the theory of Karl Marx aims to clarify how cultures evolved throughout the period. Every interaction between people and institutional structures is based on business connections, according to that view. The privileged few, which control the resources of creation, and the people who work, those who provide hard work to satisfy the dominating category, are separate groups that Marx claimed have existed in cultures over time. According to Marx, the societal shift was primarily driven by this social conflict.

In an investigation to examine the Marxist aspects of the cartoon "The Bee," Puspita (2021) discovered that Marxism is an accepted framework for investigating class conflict and present-day class structure in any piece of literature. This strategy highlights the way socioeconomic structures influence human actions and are apparent in material goods. Scholars can investigate how the cartoons are obstacles to capitalist principles, support communist beliefs, and portray exploiting workers and material injustice in industrialization.

The cartoons' Marxist condemnation of industrialization is informed by an analysis of the way the protagonists represent different strata of society. In "Marxist's Philosophy and Transformation examination of George Orwell's story 'Animal Farm'," Siahaan recently explored the philosophy and a change of the book by analyzing it from a Marxist standpoint. According to the study's findings, *Animal Farm* is comparable to the Soviet Union in 1917, when the revolt of the Bolsheviks occurred. The investigation uses the framework of Marxism to analyze the story's depictions of abuse class conflict, and rivalry between classes.

Detail of Cartoons Series The Jungle Book

DQ entertainments created the iconic animated cartoon *The Jungle Book* in 2010. The narrative centers on the exploits of a small child named "Mowgli," who grew up in a forest among a band of wolves. *The Jungle Book* by Rudyard Kipling served as the inspiration for the cartoon. A black panther named Bagheera finds Mowgli as a kid at the start of the movie and takes the baby to a group of wolves to be nurtured as a member of them. As Mowgli turns older, he befriends Baloo, a playful bear who educates him on the "Straight essentials" of wilderness existence. But once "Sher Khan," a vicious tiger having a grudge towards people, emerges in the forest and tries to murder Mowgli, his tranquil existence is put in jeopardy. For the sake of his protection, Bagheera determines that Mowgli must go back to the humans and abandon the jungle. Mowgli encounters several species of animals throughout the trip, such as a monkey who asks Mowgli to instruct those ways to build flame and Kaa, a cunning serpent that attempts to lure both him and King Louie.

Mowgli as well as Bagheera tend to be ultimately divided up, and Mowgli is captured by a gang of apes who bring him before King Louie's court. With Baloo's assistance, Mowgli manages to get away from King Louie, who demands him to divulge his knowledge of flame. As the two share moments exploring the forest, Mowgli and Baloo's bond becomes stronger, until Sher Khan finds it, their enjoyment is over. In the decisive battle, Mowgli beats Sher Khan and protects himself by using his cunning and courage. The rich and vivid graphics make the jungle scene and everyone in it come to the flesh. All things considered, "The Jungle Book" provides a touching story regarding tenacity, camaraderie, and figuring out exactly how to survive in the wider community. The plot is eternal and its leads are endearing, rendering it something which has delighted audiences for many years.

Skip (2022) used the concept of structuralism and its methods to examine the protagonist Mowgli in the cartoon *The Jungle Book*. According to the research's findings, Mowgli is a reckless, whiny, inquisitive, and determined individual. Amelia and Saragih (2022) used Freud's Analysis of Visions and Erikson's concept of struggling with identity to undertake a Freudian analysis of the source text of the cartoon *The Jungle Book*. The findings showed that the protagonist experiences a lack of identity and turns to ways of dealing to get by conducting this trying time. In his examination of Jon Favreau's *The Jungle Book*, McNulty (2022) used Morton's Ecological Thought to view the cartoons from an unusual viewpoint. By doing so, he targeted to illustrate how the situation is possible to create a community that refuses humanism and is in line with modern ecologists' difficulties.

Research Objectives

- To analyze Marxist elements in the cartoon adaptation of the novel *The Jungle Book* To identify the social order and racist overtones in a community.
- To explore materialism and exploitation in society.

- To investigate using resources to achieve societal supremacy.

Research Questions

- How does Jungle laws follow capitalism like human communities?
- How do imperialists try to suppress the bourgeoisie to save their skins?
- How do class divisions, consumerism, and commodification prevail among the animals in the jungle?

Theoretical Framework

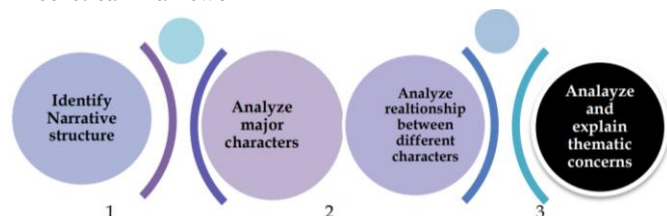


Figure 1: Framework of analysis

There are generally two categories of individuals in animated cartoons: major and minor characters, depending on the plot and subplot. By closely examining the speech, conversation, status, and actions of each of the cartoons' primary protagonists individually, experts were able to identify Marxist features.

Research Methodology

Karl Marx's concepts including capitalism, class conflict, tough egoism, materialism, and commercialization helped to examine the animated cartoon *The Jungle Book*. This research is qualitative in nature. A combined selective survey method is the approach used to gather information with the cartoons' subject matter serving as the main source of information and reviews from scholars and industry professionals serving as additional information. By examining the speech and individuals, scholars employed the plot evaluation approach, a subset of the evaluation of content, to investigate the cartoon's concepts and Marxist components.

ANALYSIS

Capitalism

Our community's capitalist structure is a lot like the rules of the jungle. This resembles an open-season society where people make a living despite caring about one's associate citizens. Simply the powerful exist in this exploitative society. "If you can't learn to run with the pack one of these days, you'll be someone's dinner," Bagheera claimed to Mowgli at the start of the series amid a number of the routine sessions. It demonstrates how the jungle's residents grasp everything they want. Likewise, once a cub questions Akela, the pack's commander if he could turn into a good wolf amid a water accord, Akela playfully replies that "the runt gets eaten in some pack." Even if this remark is lighthearted, it conveys the seriousness of the issue and amply illustrates how cruel and repressive the rule within the jungle exists. Subsequently, peace Rock appears, and every creature congregates for drinking water, as no one attacks while the water accords, it shows a hint of the impartiality that Marxism seeks to attain.

Imperialism

In *The Jungle Book* Sher Khan stands in for royal authority. He arrives to get a little water whilst the water accord and threatens Akela with dire repercussions unless he refuses to offer him Mowgli. Akela gently informs him that wolves are in charge of the region of the

jungle where there is a water truce. Sher Khan, nevertheless appears to disregard their authority and is determined to capture Mowgli at all costs. Arguing that adult men pose a threat to the jungle as well as those who reside there, he disguises his intentions by pretending to care for the safety and general well-being of the area. In actuality, he has no interest related to the jungle or individuals; all that matters to him is protecting that of his skin. The fact that Mowgli exists renders him suspicious since, in addition to giving the wolves more power and impeding Sher Khan's royal ambitions, Sher Khan has already lost to an adult human. To ensure his security and development, he thus presents Mowgli as a danger to others. Afterward, Sher Khan eradicates Akela after forcibly encroaching on the wolves' area in an attempt to locate Mowgli. Furthermore, he continues to harry the flock.

Class System

In the natural world, not every animal is created equal. The power of the creatures to care about one another and thrive is the basis of the implicit system. Elephants, for example, are regarded as the supreme producers and the foundation of the forest. In the jungle, they are both loathed and respected. As they are considered those who made the jungle using their trunks and tusks, Bagheera begs Mowgli to lower downward in reverence toward the group of elephants once he suddenly observes them as they travel alongside him to the human beings. In this regard, the archetypal illustration of social injustice in *The Jungle Book* is King Louie from Bandar-log, because of his gigantic stature and commanding demeanor. He maintains close control over the Bandar-log. He supervises the distribution system and provides his subordinates with meager means of subsistence, all at the spur of the moment, even though they are the only ones who labor and provide him with meals.

Consumerism

To compensate for an absence of authority, a few animals inhabiting the forest embrace the philosophy of "shop till you drop," whereas the rest are ingenious and powerful. Among the last of these is Baloo. As he flees before Sher Khan, he comes across Mowgli. Mowgli is ready to slip under the enticing bait set by the enormous serpent Kaa when Baloo intervenes to rescue him. After noticing his responsiveness, Baloo chooses to take benefit of Mowgli's skills. He demands that Mowgli pick honey out of the highest points to get directly at him. He deceives Mowgli into assisting him in gathering and preserving honey to facilitate his purported seasonal slumber. Bears never hibernate the jungle, as Bagheera subsequently reveals. As it becomes, Baloo is motivated by materialism since, with Mowgli's assistance, he accumulates and preserves honey as long as he finds no longer space for it. His main source of food, honey, provides him with a feeling of safety and wealth that provides a feeling of strength. He believes that unless he accumulates sufficient nectar to ensure he can have whatever he wants, he can become just as strong as some of the different people in the forest, as the strong in the jungle have access to honey anytime they want.

Commodification

In the jungle, Mowgli turns into something that people may need to preserve for the sake of trading or wish to possess for its practical potential. Because of his extraordinary creativity and capacity to perform tasks that other animals won't, Mowgli guarantees economic success and authority for anyone he lives with, according to the Pakistan Social Sciences Review (PSSR). Although Mowgli is useless to wolves, they are reluctant to give up Mowgli at first because of the things he stands for. For this reason, they attempt to hide his true identity by training him in the methods of the wolf as well as pressuring him to yield aside his method and embrace the "wolves'

way" by claiming it constitutes a trap. They are aware of his value in trade as well as the meaning and significance of his being in the jungle. They have an advantage over other species because a lot of animals are terrified by their unusual appearance. Sher Khan is also conscious of this fact. He is aware that Mowgli will pose the greatest challenge to his royal goals once he grows up, ideally already. Because of his transferred worth and the potential impact on some, he would like to get rid of him.

Baloo and King Louie, on the other hand, covet him because of his usefulness. As a large, elderly animal, Baloo requires anyone to get honey from higher points because he is terrified of altitudes. Mowgli is the ideal candidate for the position because of his adaptability and quickness. To obtain honey from locations that are difficult for him to reach, he deceives Mowgli into moving closer to him. Mowgli is abducted and brought to King Louie at the end of the cartoon series. Mowgli is asked to present King Louie with a "red flower," which stands for authority as well as prosperity. He believes that since it is produced and utilized by men, Mowgli, a man baby, may provide it to them. To exercise complete authority throughout the jungle, he wishes to rule over it. He intends to have Mowgli around and utilize him for his growth strategies because he is unable to create and manage it alone.

Findings

There had been a significant void in the literature about Marxist analysis of books for kids and animated films. Although children's entertainment material has been examined from a variety of angles, the researchers were unable to locate many Marxist studies in it. To close the gap, the author identified Marxist aspects in the film *The Jungle Book* in addition to drawing attention to the fact that children's fiction promotes authoritarian ideas. The author used the superstructure model to pinpoint several Marxist components in the animated film, such as capitalism, imperialism, the class system, tough individualism, consumerism, and commodification. Similar analyses of several stories have been carried out by different scholars, who have also shown that other writings include comparable elements of Marxism.

The foundation of several Marxism research has been the base and superstructure model. To prove that economic success lies at the core of every one of the socio-political processes, the author and numerous other scholars used it in several fictional works. People in control of the money have the freedom to decide what is best for others as well as for themselves. To put it another way, they dominate individuals instead of regulating them. The rivalry between groups is a result of their elevated status. As a result, it is reasonable to assume that financial stability and authority are highly desired and frequently featured in literature. According to the writer of this investigation, Mowgli from *The Jungle Book* represents the widely sought-after economic security and independence, making him a target for all sides. Parallel to this, Bashir et al. (2019) used the superstructure model to analyze Katherine Mansfield's *The Garden Party* and found that economics significantly influences the development of social groups, which in effect influences how individuals behave. In their Marxist interpretation of the brief narrative, they learned that the privileged class oppresses the lower class.

CONCLUSION

Marxist examination of the economic circumstances portrayed in *The Jungle Book* demonstrates the existence of several fundamental Marxist concepts, such as industrialization, globalization, a socioeconomic framework, harsh autonomy, materialism, and exploitation. The animated cartoons *The Jungle Book* highlight the

ideas of utility as well as confirms valuation by depicting Mowgli as a good or service hence exploring aspects of Marxism. The animated cartoon's protagonists acknowledge Mowgli's financial value and try to choose between making use of his cleverness or eradicating his status as a danger to their authority and dominance. Karl Marx's super-structure theory reflects the subject matter and cultural setting of the cartoons *The Jungle Book*. The framework of the jungle is shaped by the material basis of civilization, which is symbolized by class conflict and misuse. The lower class, for example, the wolves, attempts to conceal Mowgli's real nature to protect their status, whereas the upper classes, especially Sher Khan, aim to uphold their supremacy and royal goals.

The cartoon adaption of *The Jungle Book* by the director is blatantly consumerist and commodified. Mowgli's usefulness is exploited by both King Louie and Baloo. Although King Louie wants Mowgli to be able to manage the strength represented by the bright red plant, Baloo utilizes Mowgli's skills to gather nectar. It emphasizes how people and organizations within communities aim to regulate and manage assets for their benefit, fostering a materialist mentality. All things considered, *The Jungle Book* is an animated cartoon series that uses a Marxist perspective to reveal economic and social conflicts in an illustrated life, as well as highlighting the fundamental misuse, distribution of power, and capitalism trends in the community.

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