

# The Role of Demography in the Distribution of Advertising Animation Products via Chinese Communes (An analytical study)

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## KEY WORDS:

Animation-Advertisement-Demography-Animation Products-Chinese Communes-Multimedia- Computer Graphic & Animation Software

## ABSTRACT:

This study focuses on the contemporary Chinese animation industry, especially The Role of Demography in the Distribution of Advertising Animation Products via the Experience of Chinese Communes (An analytical study).as it studies the concepts of Demography ,Advertising Animation Products, Chinese Communes, and the impact of them on the contemporary Chinese industry. Also on another hand explain that many of the animation companies suffer from such as the production reduction ,the expensive costs ,to produce animation films with high quality ,so Chinese and American companies centered with the post- production stage to profit ,and that what we will study in this research

## INTRODUCTION:

This research Studies the Role of Demography in the Distribution of Advertising Animation Products via the Experience of Chinese Communes. Also this research studies the contemporary Chinese animation industry. The roadmap of my two years research statement is accessible to a relatively broad audience of academics. It will provide a clear and succinct picture of my short and long term programmatic research goals. There is the summary for the present purposes of my two year research goals and strategies, incorporating the following components:

The idea of this research depends on what many of the animation companies suffer from such as the production reduction ,the expensive costs ,to produce animation films with high quality ,which requested particular composer & script writer deal well with the ages introduced to her this animation ,also the quality of technology ,professional director, so there must be a solution to

produce succeeding animation with its nationality ,which children love it and grow up their thoughts & sense , get them delighted ,with positive ideas and experiments .as the animation industry & each other nationality industries needs to profit to go on their way .

## 2. Research importance

Because this research discusses The Role of Demography in the Distribution of Advertising Animation Products via the Experience of Chinese Communes production vs. the international market .also the research describes the importance of post-production stage –this is disappearing Stage at the Chinese and American animation industry, and the results of saving job opportunities for international creative qualification designers, animators, Anime directors, and producers.

## 2. Research Objectives

- Recognized the Mechanisms of implementation

& the technology of Asian manga & anime production via multimedia, like: the prints as journals, article magazine, cinema, TVs, web, mobile, all of that at china & America.

- Utilize from the pioneer & creative ideas of the American Animation production for developing the Chinese animation industry technical & Produce via publishing & marketing & distribution locally and regionally vs. the international market.
- Studying how the Dumping of the Chinese animation products will be increased the ten coming years, like: movies, series on dvd, school tools, electronic games, toys the markets of Middle East, Arab World, European & international market in this period and the necessity of Address it
- Transferred technology, innovation and creativity between Egypt, china, and America will make us up-to-date with the latest innovations all over the world to get develop and progress ourselves.
- studying the exchange of technological Experience and scientific Missions between all sides of

Egypt, japan, china, especially at the field of the technology of manga & anime production and the reflection of them on the Egyptian animation industry to be up-to-date with the latest version of Asian computer graphic and animation, also with the recent events in Asian cinema, multimedia and animation industry.

### 3. Research problem:

The problem of Research determine in study the Similarities and the differences of Chinese and American post-production animation stage –, and how it's saving job opportunities for international creative qualification designers, animators, Anime directors, and producers.

### 4. Research methodology: analytical Study

### 5. Research limits:

- The place limits: china, and America
- The time limits :( from 1990 to 2019).

## First: The people's communes illustration drawings



Figure (1)



Figure (2) The people's communes are good Renmin gongshe hao, 1958 Designer: Rui Guangting, Publisher: Shanghai educational publishing house, Size: 77.5x108.5 cm. Call number: BG G1/959 (IISH collection)

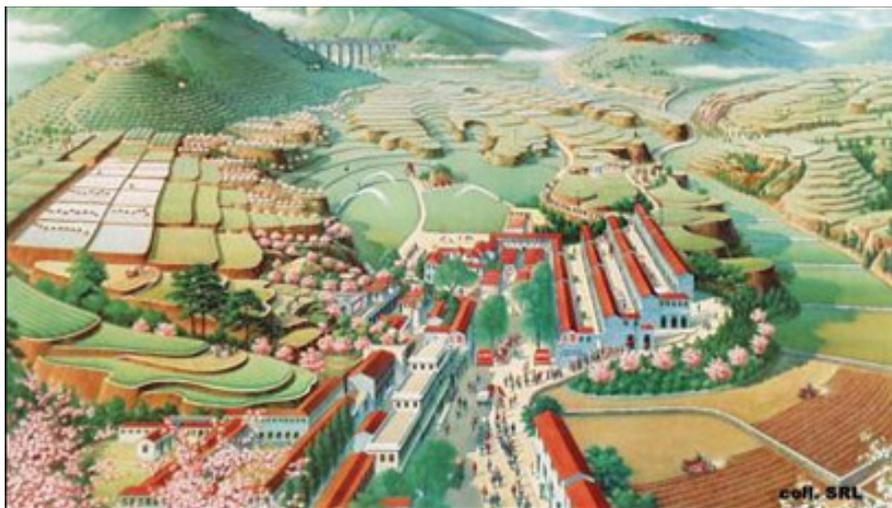


Figure (3)

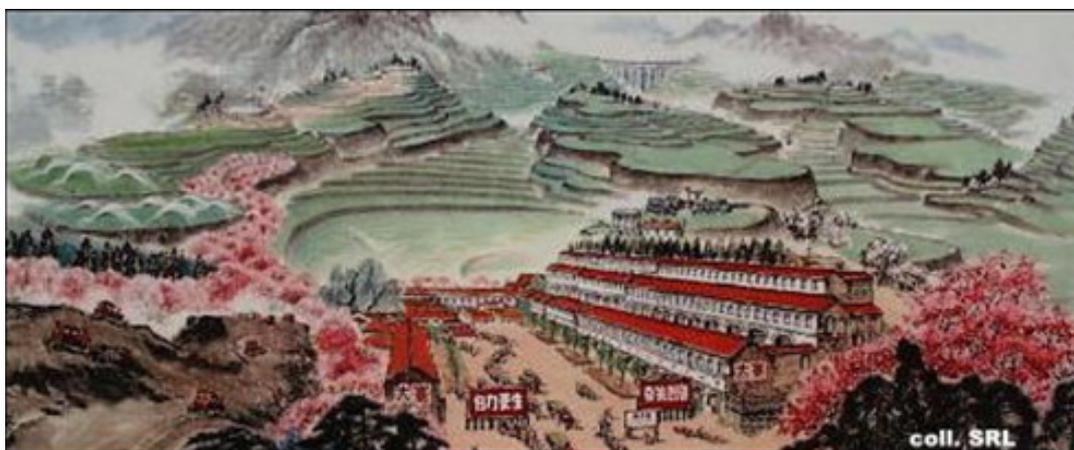


Figure (4)

## Second: The Products of the post-production stage of Chinese animation



Figure (5) Products of the post-production stage  
Of the movie The Goat and the Great Witch



Figure (6) An animated product of “Astro Plan”

### Third: The Tools Used By Mangaka & Animator to Draw Manga & Anime Digitally

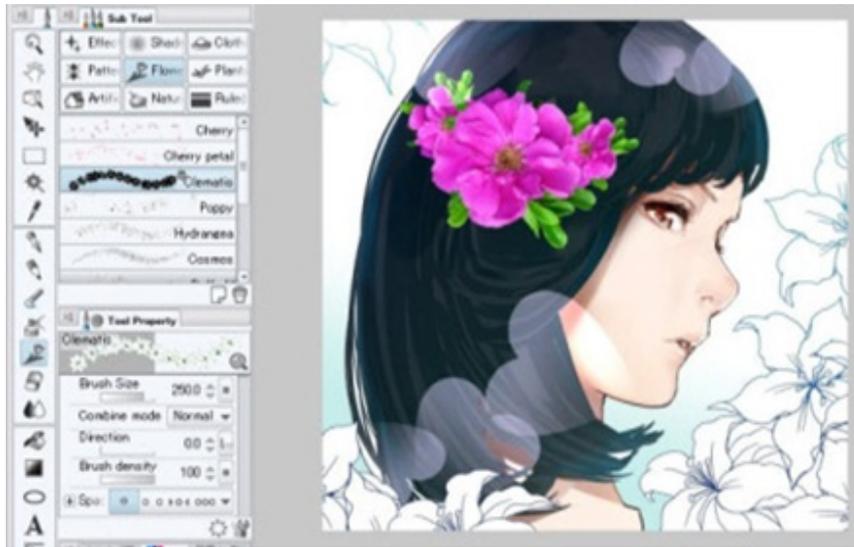


Figure (7) Clip Paint Studio PRO program



Figure (8) Cintiq 13HD Pen Digital Graphic Display Screen, Cintiq 22HD Pen Digital Graphic Display Screen, Bamboo Feel Stylus Digital Graphic Display Screen

## 8. Materials and Methods

There is the summary for the present purposes of many years' research goals and strategies, incorporating the following axes of the research plan:

### The main axes of the research plan:

- **The first axis:** The impact of demographic planning on the Chinese animation industry
- **The second axis:** study the concept of the experience of Chinese communes on advertising animation products.

After my First Academic Degree: Fine Arts Bachelor(B.A)/Animation Department/Fine Arts Faculty, I Choose with my supervisor : Prof. Assistant .Dr. Aid Mohammed Abd El – Latif of My Master Degree subject to be about” The Chinese Animation Between National Identity And Industry”. And after that I published many researches about Chinese animation in the contemporary china reality.

And I participate at many co- Chinese – Egyptian conferences/Helwan University

- **The third axis:** Study of samples of the experiences of Chinese communists in the distribution of advertising animation products
- **The fourth axis:** the development of artisanal industries related to advertising animation products
- **Fifth axis:** study the Chinese media (Chinese - Media) used to compete with the global animation industry (American – Media).
- **Sixth axis:** strategic marketing of the computer industry, graphics and animation in the Chinese media
- **Seventh:** The role of the Chinese state in the adoption of legislative and parliamentary decisions in support of the Chinese animation industry and attracting foreign investment to establish an information empire.

## Results and discussion

- (1) Transferred technology, innovation and creativity between Egypt, china, and America will make us up-to-date with the latest innovations all over the world to get develop and progress ourselves.
- (2) The exchange of technological Experience and scientific Missions will increase the coming twenty years between all sides of Egypt, japan, china, especially at the field of the technology of manga& anime production.
- (3) The impact of the technology of manga& anime production will increase and reflect on the Egyptian animation industry.
- (4) The Egyptian animation industry should be up-to-

date with the latest version of Asian computer graphic and animation, also with the recent events in Asian cinema, multimedia and animation industry to develop the global industry.

## 9. Conclusion

Finally, this research ended by exploring the new in contemporary Chinese animation technology and its stages. At the end the research's results & recommendations, introducing experiments in which could be progressed this industry in china & America.

## 10. Results and discussion

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