

Chapter 10: The contemporary challenges and participation of women in animation industry

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Abstract: Women have played a pivotal role in the development and growth of the animation industry yet they remained underrepresented in leadership and creative position of animation industry. From the very beginning of the animation production, the production was heavily relied on the creative and technical labour contributed by the women. Women have contributed in animation production as an artists, inkers, painters, writers, producers, and animators but they were almost overlooked or rendered invisible in terms of studio hierarchies and official industry histories. This chapter goes through examining the contemporary precipitation of women in the animation industry and it also analyse the structural challenges that continue to shape their professional experiences. By using a qualitative analysis of pre-existing literature, workforce data and industry report, the chapter determines the gender disparity pattern in the animation industry. This study is based on several academic records, academic research, and reports from institution which includes USC Annesberg Inclusion Initiative and women in Animation to examine representation of women in creative sector in leadership position and narrative authorship. This study highlight the gender gap specifically in high level creative decision making position including head of animation, directors, and story leaders. This research also examines the representation of gender within animated narratives, and it also shows how disparities often translate from off screen to onscreen in case of unequal representation of gender. This particular pattern advocates the presence of several structural barrier such as workplace bias, limited mentorship opportunities and even work life balance challenges. This chapter also signifies that though there are lot of obstacles but there are signs of gradual progress also. However industry awareness, mass use of digital platforms and advocacy initiatives are increasingly supporting women's creative voices. Though we are yet to fully realize the gender equality in the animation industry but the ongoing efforts indicate slow but meaningful transformation within the field.

Keywords: Women in animation; Gender representation; Creative labour; Animation industry; leadership disparity

1 Introduction

Animation is an internationally acclaimed platform in the shaping of cultural ideologies and social and collective imagination. Despite being known as the platform for innovation and creativity, the sector has demonstrated the existence of gender inequality within media production processes, as was the case in early studio systems, whereby women mainly worked as inkers and painters, and men as the dominant group held the