

IMPACT OF WHAT IS MORE -AUDIO-VISUAL OR WRITTEN LITERATURE?

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Abstract

Media is one of the most powerful sources of communication. Literature is the main source of infinite knowledge. In ancient times, literature is confined only to the elite class of the society. But today with the development in science and technology, literature is not confined only to the elite class but is easily accessible to all. Literature forms the main basis and is adapted by various filmmakers, animators into stories, movies, and serials and so on. These movies, stories, serials reach every T.V. set. The present paper focuses on the famous stories by English Nobel laureate Rudyard Kipling; *The Jungle Book*. The paper further highlights how children learn moral lessons and how they relate themselves with the characters. The children have not had the habit of reading text but they can easily watch films. Thus, we can say how adaptation also help in the spreading the literature, it aware the people about the writer as well as help in inculcating reservoir of knowledge in children. The children did not read the texts related to history or having social backgrounds. The children are fond of reading comics and cartoon books which entertains them. They learn from these stories and dictate the stories to their peers. It has been now scientifically proved that visual things have greater impact on our minds. The serials arouse curiosity in children other than reading new books. Thus, the paper attempt to explain how media is also one of the powerful means of knowledge as literature is.

In *The jungle book*, Mowgli is a character who is a young boy, lives in the jungle with the animals. Share Khan is a dangerous tiger, who does not like Mowgli. He thinks that boy should not live in the jungle. Mowgli is scared of Share Khan. Mowgli meets Baloo the bear. Baloo becomes his friend and they play together and have lot of fun. Baloo looks after Mowgli who now feels happy and safe. In the movie, it has been shown that deep in the Indian jungle, a panther called Bagheera takes the boy who is Mowgli to a wolf who has just had cubs. The wolf brings Mowgli up as her own son. Many years later, Share Khan, a man –eating tiger, returns to the jungle. Bagheera volunteers to take Mowgli to man- village where he will be safe and secure. Mowgli refuses to return, he does not want to go back. He argues and Panther leaves him.

Mowgli makes friends with Baloo. This leads to something funny and exciting adventures. Mowgli is shown to be kidnapped by King Louie, an orangutan, who wants Mowgli to teach him to make fire. In the end, Baloo and Bagheera rescue him. Mowgli, at last agrees to live in the man-village when he falls in love with a pretty girl Kitty. Human beings and nature are strongly connected in this story as both dependent on each other for their survival.

Rita Kempley from The Washington Post was more favorable with the film, stating that "the narrative shifts from romance to adventure the way Cheetah used to hop from foot to foot, but Sommers nevertheless delivers a bully family picture. Literature has strongly shaped the way, we think and behave. Over the last hundred years film has become a progressively more powerful and dominant form and we have sufficient evidence to suggest that the virtual art has now significantly replaced the written form as the leading mode of communication in contemporary society. Media plays a significant role in the socialization of youth. Media content consumed by children is likely to shape their perceptions of the real world and the people operating within it. Media seek to achieve a sense of immediacy because it attracts the audience. And most important to what extent are films are useful as educational texts? As Alexandre Austre argues that

...the cinema is quite simply becoming a means of expression just as all the other art have been it. (Austre, 228).

There is a significant relation between visual art and literature. Children read literature, while reading they relate things with other things they have seen or they have experienced but when they see things happenings in front of them through a visual art they don't imagine things by mind but see as it is. Thus, we say that while reading they introduce themselves to imagination but while seeing things they realize the reality. Children are believed to be the greatest asset to the nation. The media inculcates attributes in the children. By visual picturisation, children easily grasp the things. It inculcates various qualities in them. They are believed to be tomorrow's generation and media is a form of communication.

“The term classic indicates the nature of the source in the canon of English literature as defined in the twentieth century and alerts us to the fact that these are adaptations that are generally strongly linked to a previous source not only by title but also by drawing on the author's name, the use of original's illustrations, and often by an image of the book or pages from it appearing in the opening sequence.”

(Geraghty, 15)

The basic things which children learn from this story are children in their early childhood make new friends, as Baloo and Mowgli are. Children come to know about making friends. They can make friends with others. They also come to know who friends are and why are they important. The American Academy of Pediatrics states that childhood play is essential for helping children reach important social, emotional and cognitive development milestones as well as helping them manage stress and resilient.

Jungle is a wild setting which is very beautifully shown by director. The setting is in India. Media helps to create connections between children and nature. Sobel calls “magical thinking” which optimizes “the opportunity for transcendent nature experiences in middle childhood.” As children enter middle childhood they begin to see the world in terms of connections to the larger natural world. *The Jungle Book* provides them with vivid picturisation of the world. It helps children to develop humanistic, symbolic and aesthetic perspectives on nature. Kipling had woven the tales in such a way that he knew about India and he embraced everything from palaces of Oodeypore to the Himalayas. Kipling’s observation of the Indian seasons could be best seen in ‘Miracle of Puran Bhagat’. Kipling has come out with the most erotic descriptions of Indian seasons in Himalayas. The environmental identity which is portrayed by the director develop in children

“an emotional affinity towards a specific aspect of nature, which had been strengthened by “providing positive experiences with nature on a regular basis.”

(Kals and Ittner, p152)

Structural development theory by Kahn suggests that through interaction with a physical and social environment children construct conceptual understandings and values. Thus we can say that media can help shape children’s values and morals. It helps to shape children conception of environment and inculcate potential to help develop an identity. *The Jungle Book* is rich with animal characters like Baloo, Bagheera etc. The bond that exists between Baloo and Mowgli has greater impact on human life. There is a sense of morality in caring for a non-human life that could translate into a broader morality of life in general. Animals can play a significant role in children interaction and connection to a plays cape. Development of relationships with specific animal’s children can become more inclined to participate in the preservation of a natural landscape.

“It helps in maintaining environmental identity, which is a way of organizing “information about the self” in relationship to the natural environment based on context and experience”.

(Clayton and Opotow, p45).

It encourages children to care and maintain an animal in a social environment. Through these characters children come to know about the vices and virtues that are lurking within these characters which give them idea about what is right and what is wrong. The children see that there is symbolism and allegory involved in it. The presence of Mowgli in the jungle added to the human relationship with the animals and brings readers into sympathy. *The Jungle Book* consists of rules of conduct like keeping the promises, loyalty to friends, bravery, generosity and respect for the elders. Kipling has portrayed every aspect of human life and its relationship with animals. He shows the people, their strange relationships, their beliefs, their superstitions, their relationships with each other, their God fearing nature etc. Rudyard Kipling tries to establish a harmonious relationship among animals and man.

The Jungle Book was nominated for excellence in Media's 1994 Golden Angel Award for best motion picture. In today's world of science and technology, media is a pivotal part of man's life. Media fosters opportunities for creativity, imagination, social connections, and learned behaviors. Media offer sensory stimulation and diversity which is critical for childhood experiences. It can also provide children with experiences which could impart their morals, values and actions. The primary purpose of this paper is to understand the effect of media, visualization on children experiences leading to creating environmental identity, learning to develop strong bond between man and nature. It also alludes to the need for children to interact with each other and to their environment.

As the setting pictured as India, in the movie, offer the most stimulation and level of diversity. These experiences help to shape children's conception and values. These are important for children to develop an environmental consciousness and identity. It has the ability to shape the way that children respond to protection of the environment. It is believed that the things which we see with our eyes have greater impact on us and it last for years, when we think of it again, we can visualize it. The sensual force of the spoken word is undoubtedly intensified by the music used in the film. The audience can derive a lot of pleasure not only from listening to melodies and rhythms that create moods and elevate emotions provoked by the story but also from analyzing the ways the music reinforces the symbolic richness of the literary work.

Works of art are made as a unity of body and soul, where the mental perception of the world is possible through the unity of senses, it involves our five senses; therefore they cannot be seen in isolation and with the focus on a specific medium. A literary work also speaks to us in its own way. In the process of adaptation, apart from being translated into a sequence of visible images, the written words of a book are transformed. Thus, media helps children to understand their surroundings and relationships within their environment. This helps children to create their own mental level based on their own exploration and preferences.

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