

## Indian Comics In The Digital Age In Covid-19 Exclusion

Siddhartha Bose (PhD)

*Mittal School of Business, Lovely Professional University, Punjab*  
[siddhbos@gmail.com](mailto:siddhbos@gmail.com),

Dr Pritpal Singh (PhD)

*Mittal School of Business, Lovely Professional University, Punjab*  
[Pritpal.16741@lpu.co.in](mailto:Pritpal.16741@lpu.co.in),

### **Abstract:**

Psychological stress (hereafter referred to as stress) is among the most challenging issues in contemporary society, posing a severe threat to mental wellbeing. Human daily life is full of tension and pressure, so the twenty-first century has been dubbed the "stress age." Unfortunately, there is no stress literature integration here. This paper aims to reach a theoretical integrative consensus on stress modalities. Consider it or most people; comic books offer a world of imagination – an escape where they can play out their greatest dreams, be inspired by the most unlikely sightings, or even put themselves in the shoes of a superhero. The surge of comics reading, especially in the Indian context during the PANDEMIC COVID-19 lockdown, stimulates pleasure reading also emphasizes the significance of reading attitudes and subsequent values perceived from reading habits in general. This study aimed to investigate how Indian readers historically shaped reading attitudes and behaviours while under lockdown. The aim was to assess the perceived effect(s) of comic book use and reading on them using a mixed relationship of different variables. Over six weeks, a quantitative research technique was used, using other data collection tools. Among the approaches used were Focused Questionnaires, Field Notes based on Participant Findings, and Literature Circle Discussion Groups similar to Focus Groups. SPSS (quantitative information) and content analysis were used (qualitative data). The current research attempted to achieve conceptual unity of perception of values from comic book reading. According to the findings, stress tends to be one of the primary reasons readers perceive it when they read comic books. According to the results, participants had more positive yet beneficial attitudes toward comic book reading. By the end of the report, a significant association between comic reading and different factors during lockdown had been discovered, showing that it is an effective tool to engage readers, inculcating various values from reading. Furthermore, as the research progressed, most participants became more involved, enthusiastic, willing, and dynamic in their participation, providing more extended, more informative responses. Following the report's conclusion, respondents supported the approach to Indian comics, saying that it positively affects readers' minds by reducing stress when reading material from comic books during the lockdown. According to the facts, readers chose stress relief as the primary motivator out of all the values perceived from intense comic reading and comic-related reading activities. This will aid in developing positive reading attitudes and behaviours and a variety of other abilities that are influenced and enhanced implicitly and expressly as a result of the practices. During the lockdown, this study emphasizes the significance of values derived from comic book reading and interest, emphasizing the expectation of a brighter future for the Indian Comics Industry.

**Keywords:** Comics, Comics against Corona, Indian Comics Publishers, Lockdown, Mental wellbeing, Stress.

### Introduction:

Reading has been shown to help relieve tension. Many take this simple act for granted since we have so much "needed" reading in our daily lives—the newspaper, traffic signs, emails, and bills. Nevertheless, how much do we read for enjoyment? It can drive us to faraway places with powdery white beaches and bright azure skies. It can transport us back in time, even to ancient times, or forward to the world of science fiction. It can bring tears to our eyes or make us laugh out loud. Reading provides us with a glimpse into the future, allowing us to see things we never imagined were possible. Reading can be a great (and healthy) way to unwind from the stresses of daily life. Simply by opening a book, you welcome yourself into a literary world that will distract you from your everyday stresses. Reading can also calm your body by lowering your heart rate and relieving muscle tension. According to a 2009 study conducted at the University of Sussex, reading can minimize stress by up to 68 per cent. Reading may also be a type of relaxation. You block out the rest of the world when you curl up with a good book. You take time off to fly to other continents, hear about various ages, and be exposed to out-of-this-world philosophies. You are taking a mental vacation—but one that can be reasonably inexpensive compared to other modes of relaxation. Reading can be a source of great hope, as well as a stress reliever. Biographies allow you to learn about famous people and how they faced adversity. These triumphant stories can encourage you to look for ways to overcome obstacles in your own life. Inspirational books will lift your spirits, allowing you to do things you never thought possible. Of course, there are times when reading will make you feel more stressed. For example, if you study for a test or read about tragedies in your local newspaper, your stress level can skyrocket. That is why it is essential to choose your reading material carefully. People might start with comic books if

someone does not like to read. These comic-book-style creations can appeal to you due to their intriguing images. You could also start with glossy magazines. In the end, it is not so much what you read as it is how much you read. Read while waiting in line at the grocery store, at the bank, or while riding your exercise bike. If you feel overwhelmed, pick up a book to help you relax. It is unnecessary for the book you choose to be on the "best-seller" list. The main thing is that the topic has piqued your curiosity and will provide a place for your mind to unwind daily. Reading will only help you relax if you choose something you enjoy that will not annoy you. If reading the news makes you frustrated or helpless, it might not be the best option. Reading also induces focus, which would otherwise be lost stress. As a result, you learn to exercise your mind, which can be very beneficial. Because of your reading, you can find it easier to remember items, which can will your stress level. Everything is being replaced by technology these days, and we have devices and machines like cell phones and dishwashers that do our work for us. Several employment has been eliminated as a result of the rapid expansion of technology. The next phase is to get rid of even more inventiveness. Animators may be laid off in the near future. Many occupations have already been lost due to advances in technology. Machines that can perform a large portion of the work done by animators using artificial intelligence are already available (AI). AI is not only taking over the industry, but it is also outperforming humans in terms of presenting skills. One of the most well-known Indian comic book characters is Chacha Chowdhry. The mainstreaming of animation is impossible to imagine without their involvement. Nikhil Pran, the son of Late Padmashri Pran Kumar Sharma, recognised as the creator of Chacha Chowdhry Disney and animation, discussed the unique presentation on Disney Plus Hotstar in animated series. A visionary, he contemplated the future even in his own day. After the demise of Cartoonist Pran, to follow

the legacy using just two 2-D characters, a mouse and a duck, his ability and creative thinking transformed them into a multi-billion-dollar corporation. Before the advent of computer animation, cartoonists and animators were required to create the whole movie by hand, outline by outline. For example, "turn right" would cause the animated character to turn in the direction indicated by the AI used by Chacha Chowdhry in his storyboard animations. However, it's important to note that this cycle isn't as easy as it appears and needs a significant amount of effort before operating properly. Using AI to translate text to animation is difficult, even for the Disney corporation, which admits as much. More movies and cartoons employ AI in their animation. In the future, animators' work will be enhanced by AI.

### **Literature Review:**

This "idealized reader," according to Winne (1985), is "one who feels competent and perceives reading as having personal meaning and practical significance" (Gambrell et al,1996). In reality, students who consider reading a worthwhile and necessary task and those who read for personal reasons have been shown to read in a more disciplined, deliberate, and effortful manner (Ames and others). The popularity of comic characters has been referred to and showcased in most popular OTT web series and movies. In reality, those who consider reading to be a meaningful and necessary task and those who read for personal reasons have been shown to read in a more disciplined, deliberate, and effortful manner (Ames and Archer,1988; Gambrell et al., 1996). Estimating emotions during reading allows new services like a comic recommendation. Most of the prevailing feeling estimation systems use large devices. Moreover, few applications are developed for analyzing emotions during reading. The analysis aims to create a technique for estimating emotions during reading. Because of the reading assignment, researchers tend to choose comics that stimulate emotions, usually over alternative sorts of documents. We wish our system to be

simply usable; we select sensors embedded in the same wristband and a watch huntsman. Emotions will be represented by two dimensions known as emotional valence and arousal. As a primary step, we propose during this paper to estimate arousal. To assess if the reader feels high or low arousal while reading, we analyze the electrodermal activity, blood volume pulse, heart rate, skin temperature, and pupil diameter of a topic. Our experiment shows that the arousal will be calculable accurately for a few participants.

### **Materials and Methods:**

It was critical to develop a study strategy before beginning work. As a result, the discovery of comics fans has begun through different means of communication. For instance, word of mouth, asking peers, colleagues, dear and close ones, and so on. In this search, one primary tool was established to channel the source of knowledge through the power of social media.

### **Target Population:**

The groups on various social media platforms and offline readers were interested in the Indian Comics Industry to get feedback. However, participation in the studies is entirely voluntary. Despite this, 100+ responses were received in a brief period. Word of mouth publicity was also used to spread the research and inspire as many people as possible to participate in the survey. Comics Publications Like Raj Comics by Sanjay Gupta, Dark Magic Comics, Comics India has also supported by approving the post into their official Facebook wall. Comics Byte, popularly known as the Indian Comics News Bulletin, has also supported the venture by posting the questionnaire on their Facebook wall. Since the exact population of the Indian Comics Industry is unknown, the study was conducted with the first 100+ responses.

USA phase as an entire delayed astonishingly well and even intimate with solid growth in areas like manga and graphic novels for younger readers. The Indian comics industry's political economy is significant because a

profitable comic might build a blockbuster motion picture, make a preferred computer game and begin a noted toy line. During this method, the revenue generated is in Billion greenbacks which might generate employment. Graphic novels outperformed alternative book classes across book retail channels, seeing weekly gains of the maximum amount as half-hour over 2019 throughout Pandemic COVID-19. Several comics were released during the Pandemic to motivate sanitation and overcome depression.

**Problem Statement 1:** Are comics reading is related to kids only. Does comics book reading have any dependency on the Age of

the readers? H0: The reader's Age depends on the comics-reading trend during the lockdown. H1: The reader's Age depends on the comics reading direction during the lockdown. To find this, a survey was conducted where the responses were received about the respondents' Age and their acceptability towards values perceived from comic book reading following the lockdown. There have been 102 responses. Even though Age was categorized to acquire a better understanding from the readers' point of view. The most significant number of participants were found to be between the ages of 31 and 35. However, it can be divided into two broad types. Less than 20 years old and above 20 years old.

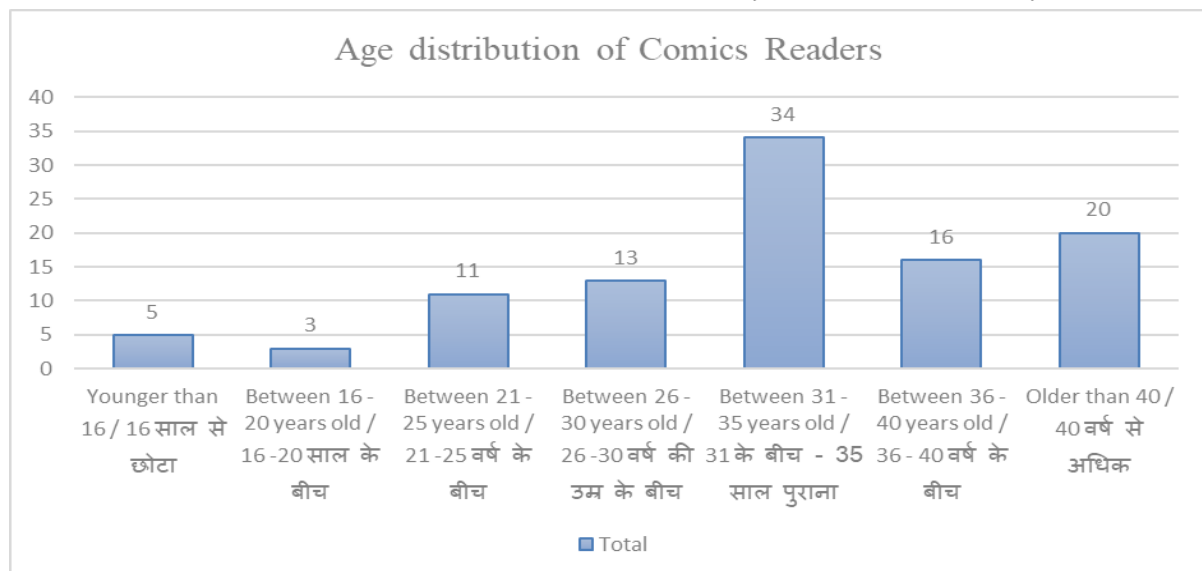


Figure 01: Age Distribution of Comics Readers

Readers' status has been evaluated for the analysis based on who has begun rereading comics and for the first-time during lockdown due to the COVID-19 outbreak. It was discovered that 21 people under 20 decided to start reading comic books during the lockdown. Whereas 29 people over the Age of 20 have been identified as regular comic readers. Sixteen respondents have been observed as new/homecoming comic book readers with more than 21 years age group and

36 are with more than 21 years of age group Upon closely following; it seemed there is a balance between the reader's groupage as total 50 with less than 20 years of age group and full 52 for more than 21 years age group. Thus, a serious question arises the comic book reading habit following the lockdown? To find this, responses have been cross-tabulated between Age group and Acceptability towards comic book reading tendency during the lockdown.

I started reading comics during lockdown

Age	Yes	No	Total
Less than 20	21	29	50
21 and above	16	36	52
Total	37	65	102

Table 01: Cross Tabulation of Age of readers and starting comics reading during lockdown

The calculated value of Chi-Square is 1.3908 with degrees of freedom as 1. Whereas the tabulated value with d.f. 1 is observed as 3.84. In such a scenario, the null hypothesis (H0) is accepted, and the alternate hypothesis (H1) is rejected. Therefore, Age of the reader has no dependency on the comics reading trend during the lockdown.

perceived from comic book reading and the lockdown imposed by PANDEMIC COVID-19. How do comics help? v. Thus, the question arises why one should read comics? Does it have any benefits? The survey was conducted to gauge readers' minds to understand the outcome of comics reading. Respondents have been asked to share their perceived values out of comics reading.

Problem Statement 2: In this study, I wanted to see if there was a link between the values

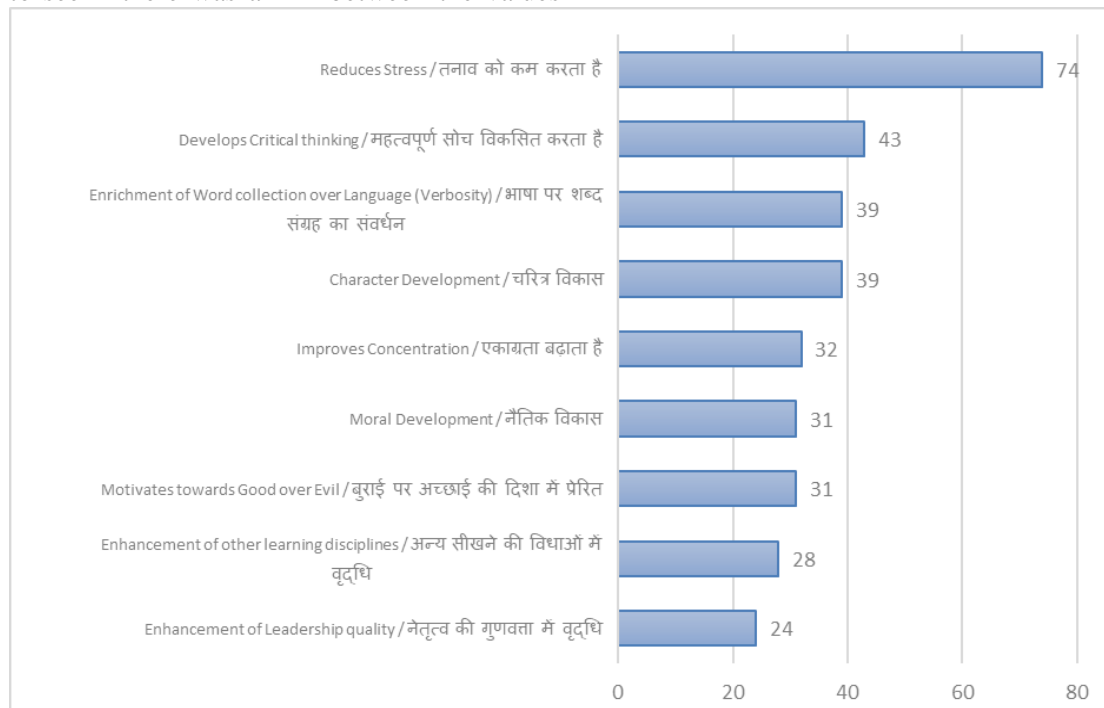


Figure 02: Values perceived from comics reading by the readers

Readers have chosen "Stress Reduction" as the most important reason for reading comics. As

a result of this analysis, mental wellbeing has been perceived.

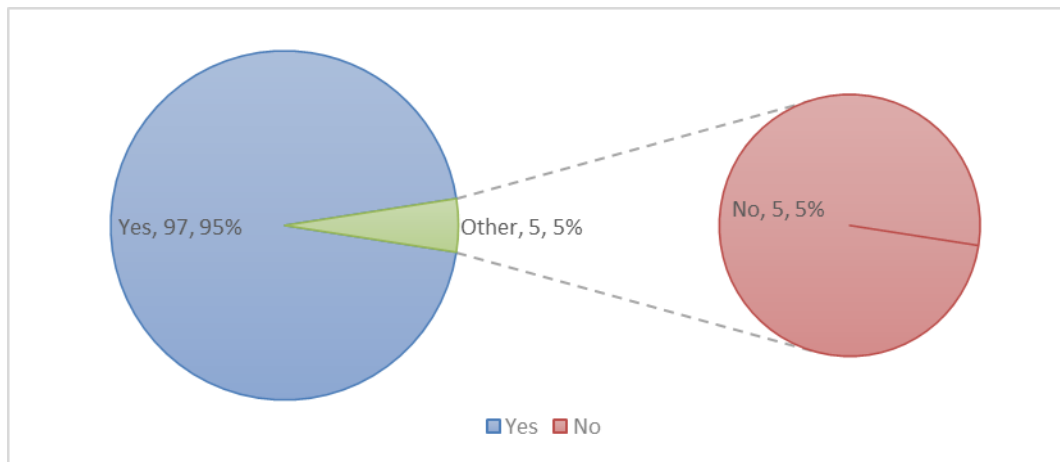


Figure 03: Usage of digital gadgets by the readers

Readers have shared that 95% of the sample agreed that they use digital devices in their

day to day lives. Only 5% have opted out of usage of digital devices.

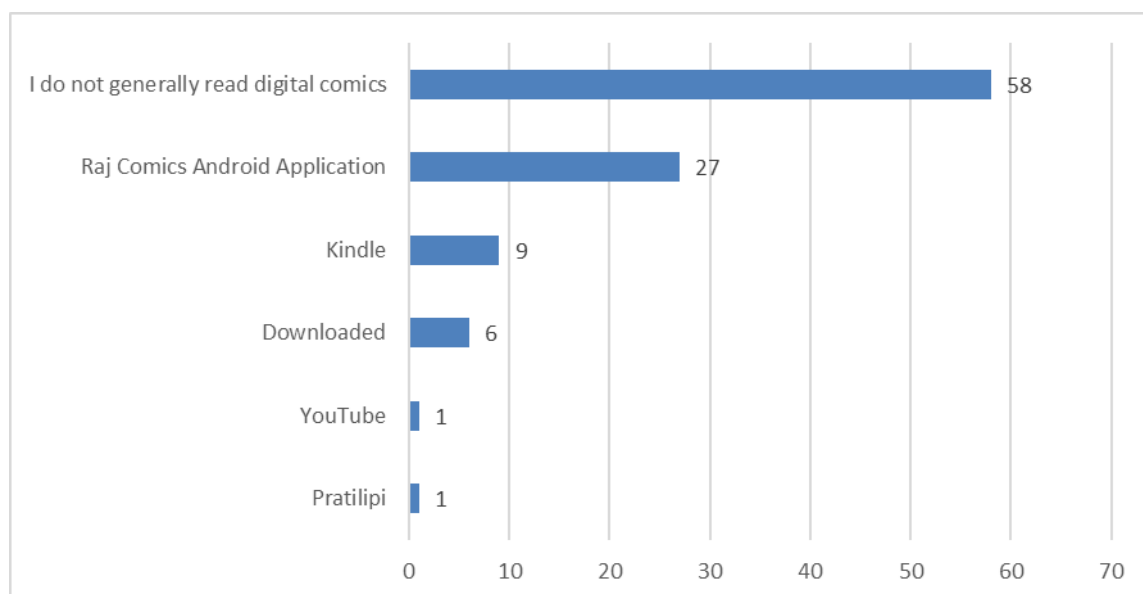


Figure 04: Applications preferred to read digital comic books by the readers

The majority of the respondents 57% have confirmed that they don't prefer reading digital comics. However, 26% have chosen Raj Comics Android Application, 9% Kindle, 6% Downloaded from the Internet and the remaining 1% with YouTube and Pratilipi comics.

A quantitative methodology was employed to collect responses from comic readers for the analysis. It contained information such as their name, gender, educational background, Values perceived from comic book reading, attitude about comic book reading during the lockdown, and the comic books they had read in the preceding year.

#### Questionnaire:

## Results and Discussion:

As the coronavirus shut down the globe and industries, digital comics arose as a viable alternative to the comic book shortage. It was comic book enthusiasts who took to digitizing and sharing their favourite comics on social media platforms to help provide new life to the ageing genre. Now that Comic Distributors is resuming and seeking further distribution, the issue remains: why aren't digital comics an obvious replacement? How much money are digital comic books making compared to print comic books? Even though exact sales figures for individual companies are unknown, various estimates have been made regarding the digital comic book market. Although interest in digital comic books has increased, the business cannot maintain itself for more than a few months at a time. Will the coronavirus cause more readers to migrate to digital, or will the shops' perilous position compel them to embrace print like never before? Regardless, it appears that any notion of the digital format being the industry norm is exceedingly premature. Because of the deplorable situation of many comic book shops, many readers have an emotional relationship to print. For the time being, print comics and graphic novels are the uncontested winners in the format wars. The analysis was done primarily to understand the trend of the reader's group towards comics reading. It was observed that adults from the age group of 31-35 years had the most. However, it was alarming as the young generation has less interest in reading comics. This is one of the crucial outcomes of this study directly suggesting attracting and engaging the present generation to develop as a young reader. Surprisingly, only five respondents have been identified as less than 16 years of age. The comic readers highly perceived stress

## Further Scope of Study:

This investigation is the first to commit to, by trial and error, to explore the comic book reading attitudes and behaviours aboard their age issue and values out of comic book reading throughout the lockdown and the previous year's comics-reading trend.

reduction with 74 responses, indicating comics reading as an effective mental wellbeing tool. This helps to be technology-free, away from radiation, screen glare, and somehow restraining to be cyber zombies. However, what about the living, breathing world of animation and motion pictures? While it is not surprising that robots can do tasks more efficiently than humans, what about the living, breathing world of animation and motion pictures? Yes, that's odd, but artificial intelligence has already begun the process of converting it into reality. In the future, artificial intelligence will take over the majority of the duties in the animation industry. When it comes to going to the theatre to watch a film that AI developed, that day may not be that distant in the future. That film will be played out by robots and animated in a manner comparable to that given by deep learning computations, among other things. AI is being employed extensively in the animation business, thanks to big data in the media and entertainment industries. Some statistics show that there are some occupations that should no longer be performed manually and that artificial intelligence mechanisation will perform them efficiently. Those capable of preparing profound learning calculations to complete everyday duties, such as making an advanced character appear lifelike, are in higher demand than those who are not. Artificial intelligence would assist imaginative artists in concentrating on more captivating items rather than on the job increasing outline by outline redaction approach, as is currently the case. Artificial intelligence is automating all animation tasks to the point that the artists no longer have the opportunity to create an outline by outline. Progressed calculations based on artificial intelligence are well suited for automating the supply of cutting-edge augmented graphics.

Furthermore, comic book reading was supposed to have had on them. Additional analysis is required to develop a deeper understanding of those problems and validate the results, particularly given that dependent factors would potentially and inevitably introduce and demonstrate different social

aspects and effects supported learning designs, interests, individual preferences, strengths and limitations. These findings show that one-dimensional perspectives will neither represent the factual reality of stress nor provide appropriate solutions to trying things that give scope for any analysis on the genres of magazine content aboard the competitive interest of the multimodal BioPsychoSocioSpiritual manner to consolidate a theoretical integration for future stress studies.

### **Conclusion:**

Stress is one the most critical subjects of mental health research and one of the most complex areas in psychology and sociology in the current century. Stress is considered the main threat to health—Multiple and simultaneous human transactions with surrounding factors and diversity of stress expressions. Although stress is regarded as a common characteristic of modern life, if stress becomes continuous and increasing, most individuals show worrisome signs and symptoms that may endanger their health and even their surrounding people's and society. The current study reviewed stress and comic book reading as a remedy. It also focuses on the myth of 'Comics for Kids' and breaks the shackle of the belief. In the Indian context, the yesteryear generation was somewhat denied its usefulness. Although the study shows that the habit of comics reading attracts various virtues. Kids of the last couple of days are adults now and thus, have explored their childhood nostalgia by revisiting the comics world during the PANDEMIC COVID-19 lockdown. Readers found pleasure reading as

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a stress buster during the global crisis of the corona outbreak. Since it was observed as comics, reading has nothing to do with the reader's age group. However, Indian Comic Book publishers should take the necessary steps to attract modern-day kids. The age bifurcation was indicated as the kids under 16 years are not in the majority. Although Stress Relief was the most perceived value by the comics readers, still the other matters need to consider and planned accordingly to boost in upcoming content of the Indian Comics Industry. However, kids of today's era need to be targeted, which can attract multimodal ways to entertain oneself in this digital era. We may simply assume that Artificial Intelligence (AI) has impacted a variety of sectors as well as individuals. The use of artificial intelligence in animation is increasing significantly, resulting in more intriguing and entertaining movies and cartoons. Artificial Intelligence has the potential to alter our lives in more ways than we can currently imagine, and it is already doing so. The realm of animation and movement depictions continues to push the boundaries of what is possible. This bodes well for the future of technology and its long-term use.

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### **Competing interests:**

There is no Competing of Interests.

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