
MEANING OF THE COLORS IN THE PORTRAYAL OF THE ANIMATED CHARACTERS: A STRUCTURALIST-SEMIOTIC CONTENT ANALYSIS OF *TOM AND JERRY*

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ABSTRACT

Tom and Jerry has been dominating the watch-lists of the cartoon lovers of all ages around the globe since its birth in 1940. It gradually has become one of the most popular cartoons of all time by winning the hearts not only of the children but also of the adult by displaying the slapstick comedy through an unending rivalry between Tom, the cat and Jerry, the mouse. The other characters like Butch (villain), Spike (dog), Toodles Galore (heroine), Nibbles (Jerry's nephew), Topsy (alley cat), Meat Head (alley cat) have added extra flavors to the plot of different episodes. However, it is not only the slapstick comedy and the unending feud between the cat and the mouse that has made the cartoon to be a topic for discussion. Through the characterization, *Tom and Jerry* has created some controversies which turned the compass towards racist representations of the African Americans in the cartoon. However, the use of colors while characterization in the very cartoon persisted untouched. The concentration of this study is on the characters of Butch, the alley cat within black and Toodles Galore, the white kitten. Hence this study focuses on the usages of different colors in portraying different characters in *Tom and Jerry*. Through a content analysis focusing the colors used for the characterization of the different characters of the cartoon, this study discovers the stereotypical depiction of the villain and the heroine through respectively black and white in *Tom and Jerry*. By adopting structuralist-semiotic analysis as an approach, this study reveals the

relationship between the colors and the attributes of the characters in *Tom and Jerry*, specifically the character of the villain and the heroine. Through this relationship between colors and characters, and by analyzing the characteristics of the characters along with the meanings of colors in the western world, this study also discovers how the Western media has used the colors to make a stereotypical depiction of the villain in black and the heroine in white in *Tom and Jerry*.

Keywords: role, color, villain, heroine, *Tom and Jerry*

INTRODUCTION:

Having an ironclad success in producing animation and cartoons, the animation industry of America has become the idol in the reign of the animation industry for many other countries (Omar & Ishak, 2014). Being considered as an avant-garde in the world of animation, the animation industry of America has presented its audience some cult characters which gradually turn into some iconic figures in the world of entertainment and Tom and Jerry are two of the most famous ones of those (Cavalier, 2011). Since stepping on the field of electronic media in 1940 for the first time, *Tom and Jerry* has been on the top of the list of the audience around the globe as one of the most popular TV shows by displaying the unending feud between Tom, the cat, and Jerry, the mouse. The popularity of *Tom and Jerry* has gone into a higher place in the minds of the children all over the world progressively which has resulted in *Tom and Jerry* winning seven Academy Awards for for being the best Animated Short Films from 1940 to 1958, and *Tom and Jerry* tied for the first place with Walt Disney's Silly Symphonies with the most awards in the same category. But, discussing the history of America's animation industry without mentioning the issue of racism in it becomes a very hard task to complete (King, Bloodsworth-Lugo, & Lugo-Lugo, 2010). Yet, with all its ingrowing popularity and academy awards, this slapstick comedy TV show has created some unpleasant controversies through the portrayal of different characters in different colors with distinct characteristics which have grown equally higher throughout the world (Controversy Case Study: Tom and Jerry, 2015). Characters are given different colors with distinct attributes which has grabbed the attention of the critics and the scholars since colors can play roles in circulating information along with making identities which last for a longer duration among the viewers with imageries and symbolic values and meanings (Darrodi, 2012).

As *Tom and Jerry* was made during the Second World War in 1940, it unquestionably contained the socio-political picture of the contemporary America which left some visible impacts on the portrayal of the characters, as the animated series made the characters, especially the African-Americans and the Native Americans according to its contemporary social and political situation and the character of Mammy Two Shoes got itself into the center of the controversy which resulted in this character disappeared from the cartoon after 1952 (Ondryáš, 2015). But it is not only the character of Mammy Two Shoes which can raise the issue of racist representation through the colors. The characters like the black villain cat, Butch; the white lady cat, Toodles Galore who is presented always as the heroine in *Tom and Jerry*, can also be discussed through an analysis of their characteristics by making a bridge between their colors and attributes since the villain cat is always black and the heroine is always white skin! Is there any motive behind this representation? Besides, people do utilize their knowledge regarding skin color while judging others which have been a practice among the human beings in the race-conscious societies with a long background (Healey, 1995) It is significant to study the representations done by the media since media can have

a deep-rooted impact on the audience and this impact is so deep that audience or viewers believe, maintain, think, like and care only for those whatever is projected through media and in a nutshell, media shapes the audiences' thoughts, choice, philosophy, and ideology by providing information and issues for entertainment and small-talks (Lind, 2004, p. 1). Besides, a televised show contains so much power when it displays programs related to the discourse of representation (Velu & Kaur, 2018). And the animation is such a medium that has enormous popularity amongst the youths of the world and animation does contain different messages about race and colors (Klein & Shiffman, 2006). This study efforts to scrutinize the roles of the colors in portraying different characters in *Tom and Jerry* from a structuralist-semiotics point of view especially the character of the villain, Butch the black cat and the kitten, Toodles Galore since all mass media programs and texts contain connotations which generate meanings that are culturally significant among the viewers from a different context (Dansei, 2002, p. 36). Besides, through the analysis of the two characters of Butch and Toodles Galore, this study attempts to show how *Tom and Jerry* waters the idea of stereotyping the black people (characters in Black color) as a threat to the white women (Leonard, 2004).

LITERATURE REVIEW

Colors are found everywhere on the planet with producing meanings and providing information. Since, this study is on the roles of colors in portraying the characters in *Tom and Jerry*, it is significant to explain how the colors produce meanings. Although the perception and the experience of colors vary from person to person, yet people make their minds set within 90 seconds after seeing something or someone and 62 to 90 percent of these assessments are done by judging things through the colors only (Singh, 2006). Likewise, colors do have a strong relationship with semiotics since colors can be used as signs either for the physical phenomena or for physiological mechanisms or even for the psychological associations. As a result, colors can be considered as signs and also can be organized and explained according to their visual expressions (Caivano, 1998); hence colors have the ability to possess and conjure very strong emotional responses among the audiences and generate meanings with multiple layers (Darrodi, 2012,). Moreover, in the media, many time characters are portrayed as major and minor; good or bad according to the colors of they contain (Bang & Reece, 2003; Greenberg, Mastro & Brand, 2002; Li- Vollner, 2002; Taylor & Stern, 1997).

Hence color has the ability to create meanings which are of two types, denotative meanings and connotative meanings (Kauppinen, 2005). Since color has the ability to have an impact on mind, and it can make or change human attitude (Singh, 2006), it can be considered as a means of communication and colors have the ability to have an impact on the mind and brain (Kauppinen, 2005). Besides, according to Itten's (1970) study on color, color has a relation with the shape of the object and both the color, and the object can function as some sort of signs. Caivano (1998) discusses how color may create meanings according to Peirce's theory on the Sign system. And in color semantics, color can be considered as a sign with the ability to represent or to signify something (Kauppinen, 2005) along with the ability to substitute something function as a sign of non-verbal communication too (Caviano, 1998). According to Peirce (1991, p. 381, 404), a sign functions to represent or substitute something that may be absent in the context. And when the discussion or the study is on media, the whole mediated world where human beings are living can be characterized and studied as a message with connotations (Dansei, 2002). Peirce categorizes the representational issue into

three different parts through which Caivano (1998) explained the process of the production the meanings through colors. Several researches have already been conducted on considering colors as signs which may substitute other things and color can represent something that stand outside itself; and the meanings conveyed by the color depends on the context, culture, sex, age, etc of the object. The three categories of the representational issues performed by the sign made by Peirce are: *representamen*- the substituting sign, *Object*- the substituted thing and, *interpretant*-is the idea that representamen transmits about the object. Caviano (1998) has developed a chart (Chart 1) through which it becomes easier to understand how color, being a sign creates meanings.

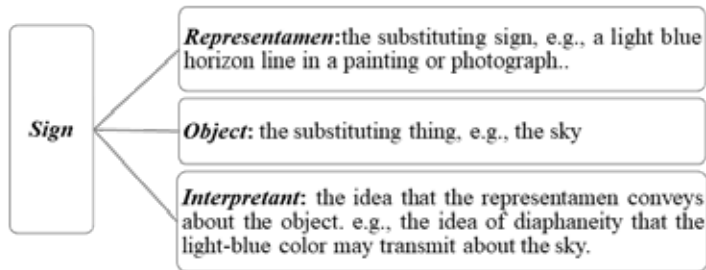


Chart 1: The three categories of signs proposed by Caviano (1998).

Chandler (2002) explained Peirce’s concept of semiotics by categorizing signs into three different types according to their functional ways. These are indexical, iconic, and symbolic signs. Indexical signs are directly related to the physical representation of a person with high detailed similarity. Iconic signs are a much more realistic description of the object where the object must have some certain amount of similarity to be considered as an iconic sign. And the symbolic signs are the written or oral word that human beings use to call something. Although, the indexical signs are in fact the relation of the physical contiguity between sign and object; and the indexical signs can be of three more types, such as signal (appears before its object), clue (remains after the object) and the symptom (appears simultaneously with its object) (Caviano, 1998).

Dansei (2002) explains some of the remarkable function of semiotics associated with colors and meanings in different contexts. In semiotics, connotative meanings are also produced through the antonymic counterpart of a word. Dansei mentions the dichotomy issue between the white and dark in this regard which is highly associated with the Western context including their culture and media. According to his discussion on the connotative meanings through color, in the Western culture, the color, ‘White’ signifies the meanings like ‘cleanliness’, ‘purity’, ‘innocence’, etc. whereas the ‘Dark’ connotes meanings like ‘uncleanliness’, ‘impurity’, ‘corruption’ etc. at the same time and this dichotomy is used frequently in the media and it remains unnoticed. For instance, Dansei brings the example of the cowboy movies wherein most of the time the heroes wear the white hats and the villains wear the black ones and this practice is recycled frequently in the Western media industry (2002).

A color can function as a symbol that stands for something arbitrarily in a convention-based way and colors can also create symbolic meanings. And these meanings are direct, rather are established through the social practices (Dansei, 2002.). From Dansei’s explanation

of the connotations of the colors, while representing something in the Western context, the Table 1 can be derived. This study focuses on how the colors play their roles in the portrayal of the characters in *Tom and Jerry*, especially portraying the characters of the villain, Butch the cat, and Toodles Galore, the beloved kitten of Tom. Besides, the concentration has been given on the characteristics of those characters have been projected by maintaining the connotations of the colors practised in the Western context.

Table 1: The connotations of the colors in the Western society

Colors	Connotations in the Western Context
<i>White</i>	Purity, innocence, virtuous, chastity, goodness, decency, etc.
<i>Black</i>	Evil, impurity, guilt, vice, sinfulness, indecency, immorality, etc.
<i>Red</i>	Blood, passion, sexuality, fertility, fecundity, anger, sensuality, etc.
<i>Green</i>	Hope, insecurity, naiveté, candor, trust, life, existence, etc.
<i>Yellow</i>	Liveliness, sunshine, happiness, tranquility, peacefulness, etc.
<i>Blue</i>	Hope, sky, paradise, tranquility, calmness, mysticism, mystery, etc.
<i>Brown</i>	Earthiness, naturalness, primordiality, constancy, etc.
<i>Gray</i>	Dullness, mistiness, obscurity, mystery, nebulousness, etc.

(Source: Dansei, 2002, p. 41)

Since its very first production in during the Second World War in 1940, *Tom and Jerry* has been dominating the watch-lists of the cartoon lovers of all ages around the globe with tremendous success by winning seven Academy Awards, also known as the ‘Oscar’ (“*Tom and Jerry* top Cartoon, 2004”). In contempt of having such success, *Tom and Jerry* has given birth to a mammoth controversy of racial stereotypes through its characterizations. Although researchers and critics have raised their fingers towards *Tom and Jerry* for projecting violence in parallel with the slapstick comic contents which afterward was strongly denied by the initial directors William Hanna and Joseph Barbera (Haynes, 1978).

The endless feud between the cat, Tom and the tinny little mouse, Jerry has won the hearts of the people from all over the world innocuously. Yet, like many other cartoons produced between the 1930s and early the 1950s *Tom and Jerry* had got itself enlisted with those cartoons which were accused of featuring some contents that turned into racial stereotypes and discrimination for instances the projections of the blackface, Mammy Two Shoes as the poor heavysset black maid who spoke in stereotypical ‘black accent’; but Joseph Barbera, one of the creators of *Tom and Jerry* denied this rodent obligation against the cartoon by arguing on behalf those characters as the projections of the contemporary social phenomenon (“*Tom and Jerry*”, nd).

It was Amazon who brought the allegation again *Tom and Jerry* for being racist in the portrayal of certain characters in certain episodes and consequence. In the year 2013, two

episodes of the cartoon were taken off from the second installment of the Warner Brothers' Golden Collection, although there were some other issues to be called as stereotypes like sexist attitudes in the cartoon. Moreover, the episodes titled 'Casanova Cat' (1951) and 'Mouse Cleaning' (1948) got themselves accused of containing the racial stereotypes through the characters of Mammy Two Shoes and blackface (Crocker, 2014). It was not only the African Americans who were stereotyped in *Tom and Jerry*, apart from the African Americans, but there were also some racial stereotypical portrayals of the Native Americans and other minorities and Asians in the first release of the cartoon (Ondryáš, 2015).

However many critics have disagreed to call *Tom and Jerry* as a racist cartoon. Denying Amazon's allegation towards *Tom and Jerry* as a racist cartoon, Professor Frank Furedi, a British cultural commentator excoriated Amazon's complaints as "empty headed" and "false piousness" towards the culture. And Jerry Beck, the American cartoon historian also disagreed with Amazon regarding designating *Tom and Jerry* doing the racial stereotypes. Beck, in an interview with *The Daily Beast*, said, "Tom and Jerry was made for adults as much as it was for the children. [Amazon] should be showcasing Tom and Jerry among classic movies in a way that gives them cultural context. The advisory is really meant to warn that the cartoon may include things like smoking or the black housekeeper that they might have to explain their children." (Crocker, 2014).

The controversial talk did not remain among the critics only. Whoopi Goldberg, the famous American actress also opined her thoughts regarding the controversies created by *Tom and Jerry*. She made a disclaimer on *Tom and Jerry's* controversy,

The cartoons you are about to see are products of their time. They may depict some of the ethnic and racial prejudices that were commonplace in the U.S. society. These depictions were wrong then and they are wrong today. While the following does not represent Warner Bros.'s view of today's society, the cartoons are being presented as they were created, to do otherwise would be the same as claiming these prejudices never existed.

("Tom and Jerry", nd)

According to www.like2do.com *Tom and Jerry's* controversy became a talked of the topics also when in 2006 the British version of the Boomerang channel broadcasted the edited version of the cartoon and by omitting the scenes of smoking and in 2013 Brazil government censored two of *Tom and Jerry* episodes along with twenty-five other shorts claiming those as not appropriate for the target audiences who were the children between the age of 7 and 11.

After going through the literature on colors and their meanings, and the existing racial controversies in *Tom and Jerry*, the focus of the study has been given on the uses of colors in portraying the characters of the villain and the heroine in *Tom and Jerry*. Although scholars and historians from Europe and America, such as Furedi, and Beck (Crocker, 2014) denied the racial controversies in *Tom and Jerry*. The racial controversy that the cartoon created previously was the stereotyped portrayal of an African American lady as a housekeeper. But the current study has been conducted by keeping the following issues under the spotlight: why the villain is always kept as a character having black fur, homeless, cruel, violent, smoker, savage, poor, unclean, shabby, muscular; whereas the heroine is white, well-groomed, rich, health-conscious, stylish, clean and from a well-to-do family.

METHODOLOGY

Considering the stance of this very study, this study has been conducted the as a qualitative content analysis on *Tom and Jerry* since this very method would provide an opportunity to discover and analyze the contents of the cartoon in details with inner meanings and significances of the target text precisely (Sparks, 2010,). Besides, according to the explanation given by Wimmer and Dominick (2014), the method of qualitative content analysis is used to describe various contents of media with a construction of a bridge between media content and real-life phenomena which serves as a starter in studying the media effect. And the choice of the method for the study gets its appropriateness since the data required for this study is not available enough. So, the contents have been studied to make necessary categories for producing data related to the objective of the study. But it is necessary to fix the approach to be taken for conducting the study. For this study, the structuralist-semiotic analysis approach has been employed as a research tool which had been firstly introduced by Hijmans (1996) and later was particularized by Neuendorff (2002). Hijmans (1996) specified the following five categories of qualitative content analysis: structuralist-semiotic analysis, discourse analysis, rhetorical analysis, narrative analysis, and interpretative analysis.

This study specifically deals with the issue of the usage of colors by the various directors in portraying the characters in *Tom and Jerry* which would be conducted through the structuralist-semiotics approach. By employing this approach, it would be possible to analyze the characters and reveal the possible meanings and representations done through the colors since semiotics serves a huge platform for the researchers to get both denotative and connotative meanings and to correlate the conceptual framework of the research project (Chandler, 2002). There might be some possibilities of disagreements and arguments among the semioticians regarding utilizing the structuralist-semiotic approach as a tool to analyze the contents of a cartoon (Omar & Ishak, 2014), as many of the semioticians disagreed to use this very approach to conduct researches on photography or videography since the very basic model of semiotics is mostly connected to linguistics, and in some cases, even a few numbers of semiotic analysis have been condemned for being overly focused with other classifications (Chandler, 2002).

As per Neuendorff's (2002) analysis on the structuralist-semiotics analysis approach in qualitative content analysis helps the researchers in going deeper to the architecture, connotation and, binary meanings of the messages in any text. This approach reveals the theme, motifs, and interpretations with connotations of those found in the text in a context that would gradually offer the occasion to reveal the connotations and the undernotes of the binary meanings contained by the messages practiced in the society.

For conducting this study, the other four types of qualitative content analysis are not found as suitable as the structuralist-semiotics analysis, as it aims a semiotic view on the human culture within a specific sign system. It also provides the researchers with an ability to understand the signs in that context and describe the structure of that signs and helps them to get the meaning that might be hidden behind the curtain of the signs practiced or used in a context. On the other side of the point, through the discourse analysis process, the researcher acts as a competent person of the culture and tries to investigate the representation with motives and ideologies and go through the content by scrutinizing the language. Neuendorff also states the functions of the rhetorical, narrative, and interpretative analysis where rhetorical analysis gives less importance on what the message conveys. And narrative analysis focuses on describing the characters and their actions whereas the interpretative

analysis focus on forming the theories based on the interpretations made by the researchers (2002).

Moreover, media semiotics performs three more functions that help the researchers in getting the messages conveyed by creating or recycling the signs (Dansei, 2002, p. 34). Dansei defines the functions of the media semiotics by focusing the sockets such as, 'what something means or represents', 'how it exemplifies its meanings' and 'why it has the meaning it has.'

Since the aim of this very study is to find out the roles of the colors in making the characters in *Tom and Jerry*, the concentration has been given on how the characters are presented in the cartoon and how their colors with their physical attributes are making meanings by doing some stereotypes regarding the racial issues through skin colors. And these all are to be counted as signs which may contain meanings according to the role of the characters. The categories will be formed according to the coding agenda proposed by Mayring's (2004) Inductive Category Development process.

The study focuses only on the episodes of *Tom and Jerry* produced between 1940 and 1967 which are also known as the originals. Due to the liberty in interpretations, flexibility in contextual issues, and close connection with the case, in the qualitative content analysis study the researcher gets the opportunity to adopt the purposive sampling for the study (Schreier, 2012). Hence, samples have been chosen from the episodes containing enough evidence that would strongly serve the purpose to fulfill the objective of the study and associate the interest of the researchers along with the proper utilization of the materials available for the research (Etikan, Musa, & Alkassim, 2016). The episodes which hold the presence of the characters like Butch the alley cat, Toodles Galore, Mammy Two Shoes along with the duo of Tom and Jerry, have been chosen as the samples for the study.

Regarding sampling the episodes, the Homogeneous Sampling process of purposive sampling has been applied which deals with the samples only related to one issue.

The data has been collected from the DVD on *Tom and Jerry* available in the stores to purchase. Particular scenes related to the focus of the study, have been extracted from the videos form various episodes of *Tom and Jerry* original series directed by different directors.

The final task for this study in the checklist of this method is the analysis of the categories that have been finalized after the formative check of reliability (repeating categorizing after doing 50% of categorizing process) and the summative check of reliability (revising the whole categorizing process after categorizing all the samples).

FINDINGS AND DISCUSSION

Since this study focuses on the roles of colors in the portrayal of the characters, the categorization of the characters has been done only according to their roles in the cartoon. Characters have been categorized into four different categories which cover the main characters according to their presence and roles in the cartoon.

Table 2: Category definition and coding rules.

Category	Definition	Example	Coding rules
Protagonist	The main character of the story. The actions are performed centering on this character.	Tom and Jerry	Tom, also known as Tomas the cat, and Jerry, the mouse. They are the two main characters and the name of the animation is named after this duo.
Villain	A type of character who shows up with diabolical plots to cause harm and ruin. Sometimes a villain thinks s/he is helping the society through his/her action, but he causes harm in the process.	Butch the Cat	He is a male cat who appears in several episodes for many reasons, sometimes for helping Tom, sometimes as a rival of Tom, and mostly he ends up with messes in Tom’s life.
Heroine	A female conjugal character of the hero/ protagonist (if the protagonist is the hero).	Toodles Galore	She always appears as the beloved of Tom.

Table 3: Categories and features of the characters in different directors’ production

Category	Features			Directors
	Color	Physical attributes	Living place	
Butch the Cat	Black	Messy, rough and rude cat Sharp canine tooth Smokes Stronger than Tom	In the garbage area. In the dustbins and streets. Collects food from the garbage.	WH and JB
Toodles Galore	White	A well-groomed female cat with blue eyes. Beauty conscious. Rich and loves to live a luxurious life. Beloved of Tom.	In a rich family house.	WH and JB GD CJ

* WH and JB (William Hanna and Joseph Barbera), GD (Gene Deitch), CJ (Chuck Jones)

From the table of the categorical features of the characters in *Tom and Jerry*, it has become quite clear that the process of characterization in *Tom and Jerry* does have some relations with their colors. The roles of the characters, their physical attributes, lifestyles, activities in the cartoon have a significant connection with their colors which have made the characters identical to the viewers. Some noticeable points about the characters regarding their physical appearance and characteristics they possess, can be mention worthy and these points are noteworthy to be discussed. Since this study focuses only on the characters of Butch and

Toodles Galore, the major concern of this discussion will be limited to these two characters only to study the role colors while portraying the characters of a villain and the heroine in *Tom and Jerry*. Although, eventually some other characters will be in the part of the discussion.

Butch, the alley cat with black skin, messy fur, unclean body, and sharp nails, debuted in *Tom and Jerry* in the year of 1943 and since then has been remained as a contender of Tom in many aspects, like catching Jerry, impressing Toodles Galore, in a tennis match against Tom and so on; although in some episodes, at the beginning Butch is seen to help Tom to catch Jerry, eventually, all the episodes end up with Butch tries to hurt Tom, not Jerry and Butch becomes the villain for Tom. In most of the episodes, Butch is seen as a stray cat only, living in the garbage areas with an unhealthy environment and eating the thrown away and dirty foods. In 'Spring Time for Thomas' (1946), directed by William Hanna and Joseph Barbera, Butch prepares himself for a date with Toodles Galore by combing his hair with the fishbone taken from the dustbin and uses the mosquito spray as perfume. In William Hanna and Joseph Barbera's 'The Truce Hurts' (1948), Butch is seen collecting rotten food from the garbage areas and the food was so stinky and rotten that Butch almost got fainted after smelling the food. In 'Tennis Chumps' (1949), Butch plays tennis against Tom and he is seen puffing a cigarette during the match which gives a metaphoric indication of taking drugs by the sportsman which should be a disgrace for any sort of sports and entertainment, and he is also shown stronger than Tom. He is hardly seen living in a house under an owner or with Tom. Only in the episode, 'A Mouse in the House' (1947) directed by William Hanna and Joseph Barbera, Butch is seen living with Tom in the same house and given duty along with Tom to catch Jerry although Butch lies on the floor whereas Tom stays on the couch in the first scene of the episode, and in 'Blue Cat Blues' (1956) directed by the same duo, Butch is personified as a rich cat with stylish sunglasses and cigarettes, whereas Tom, in the episodes that are set inside a house, is seen living in a house and sometimes Tom is seen having his bed for sleeping and pot for food. In most of the episodes, Butch is presented as a homeless, poor, unclean, rude, savage, uncivilized, violent, and rough who does the bad things and who is sometimes the leader of the group of the thug cats (in 'Jerry's Cousin' by William Hanna and Joseph Barbera). Moreover, Butch acts as a thief in William Hanna and Joseph Barbera's 'Baby Butch' (1954) where he disguises as a baby then tries to steal everything from Tom's house. He has some contrasts with Tom in nature and physical appearance too. In many appearances in *Tom and Jerry*, Butch is shown stronger and more muscular than Tom which somehow signifies his name, since the word Butch means muscular too according to the dictionary.

Although Butch, in few episodes, is seen to help Tom to catch Jerry, at the end of the day, he turns into an enemy of Tom and concentrates more on hurting Tom than catching Jerry. It is not only his stances that make him a villain for Tom, Butch does something that may add some extra concern for Butch to be considered as a villain. Butch smokes in most of the episodes. Although Tom is seen smoking in a few episodes. Nevertheless, Butch as a villain has some traits which make him identical, such as black skin, unclean physique, unhealthy living place, taking rotten and thrown away food, sharp nails, and rude behavior. In a nutshell, in maximum occasion Butch, the homeless black cat is portrayed as a villain who lives in the dirty place and does the dirty deeds which may give some indication regarding portraying a character with black skin as an unsocial and uncivilized one whereas the character having white skin like Toodles Galore, does not possess such negative traits. Here it is noteworthy that in the Western culture black color is treated as evil, impurity, guilt,

vice, sinfulness, indecency, immorality, etc. (Dansei, 2002) and also black men in American context had been always defined as beasts who were to be controlled and restrained to be put in to service the whites (Ferber, 2007).

Toodles Galore, the beloved kitten of Tom, on the other hand, most of the time is seen as a rich kitten living in a well-maintained house. Besides being rich, she has some particular physical attributes which have made her character an identical one. Unlike Tom and Butch, she has white fur which has made her skin white. Her physique seems well-maintained and the figure is slim with long eyelashes, and polished nails. Toodles Galore debuted on the screen through the episode namely 'Puss n' Toots' directed by Willam Hanna and Joseph Barbera and produced by Fred Quimby in 1942. Among the episodes in *Tom and Jerry*, where Toodles has her presence, she is seen having the characteristics and same physical attributes with bow ties, lips with red lipsticks, long eye-lashes and polished nails with a slim figure. In the episode 'Solid Serenade' (1946), Toodles is seen grooming and taking care of herself in front of the mirror which convey the indication of her health and beauty consciousness as a heroine.

Besides, there are some noteworthy features in Toodles' lifestyle that have drawn a thick line between the habits of Toodles Galore and those of Butch. Toodles Galore has always been depicted as belonging to a rich family. She is portrayed as a kitten who loves to have luxuries in life and also be treated like a queen, who is fashionable and loves to have ornaments around her body, who loves to be considered as superior to the others of her type, who loves to be loved. In 'The Mouse Comes to Dinner' (1945), directed by William Hanna and Joseph Barbera, Toodles Galore is seen as having a maid who is an African American woman with dark skin. In most of the episodes, Toodles Galore is seen acting as a character who more authoritative towards others. In 'Salt Water Tabby' (1947), directed by Willam Hanna and Joseph Barbera, Toodles is seen sitting on the beach under an umbrella with sunglasses and hotdogs which resemble her luxuries in lifestyle. Although Toodles Galore herself is a pet, yet she is seen acting like an owner with some authoritative attitudes towards both Tom and the alley cat, Butch. Sometimes Tom is seen acting like a pet in front of Toodles. For examples, in the episodes, 'Springtime for Thomas' (1946), 'Blue Cat Blues' (1956), 'Calypso Cat' (1962), and 'Love Me, Love My Mouse' (1966), Toodles Galore is seen feeding Tom like her pet and behaving in authoritatively. In 'Blue Cat Blues' both Tom and Butch try to convince Toodles Galore by presenting her various gifts and finally fails to win her heart due to his poverty, the rich Toodles Galore prefers the richer cat. Withal, there are some other unconventional issues regarding the character of Toodles Galore and her relationship with the other characters in *Tom and Jerry* that can be emphasized to discuss the representation of a white character in the cartoon. Being a kitten, Toodles Galore is seen accepted by all the other characters in *Tom and Jerry*, whereas Tom and Butch have animosity and hatred between themselves, and the relationship between Tom and Spyke is always shown as a hostile one. Yet, Spyke, the dog is seen chasing Tom to punish where in the same episodes, 'Solid Serenade', Spyke does not hurt or attack Toodles, rather at the end of the episode, Spyke sings for Toodles and in 'Texas Tom' (1950), and 'Casanova Cat' (1951) Jerry kisses Toodles Galore whereas Jerry, being a mouse is supposed to be scared of the cats and for the other cats like Tom and Butch, Jerry is indeed scared off! One of the most noteworthy points can be the ending of the 'Casanova Cat', where Jerry not only kisses Toodles Galore, but forgets his fear of the cats leaves with her in the car! Is it because Toodles is white and in western culture white is meant as the symbol of purity, innocence, virtuous, chastity, goodness, decency, etc. (Dansei, 2002)?

Tom and Jerry contains the practice done by the animators in the United States through the portrayal of characters with different colors and characteristics where black-skinned one becomes the villain and the white is superior and loved by all. Although the African American character like Mammy Two Shoes in *Tom and Jerry* have been excluded from the production (Lehman, 2009; Lindvall & Fraser, 2002; Samson, 1997), the use of black in portraying the villain and white in portraying the heroine in the cartoon still give the stereotypical depictions of the black and white characters in the American cartoons where black is the bad/evil and white is the beauty and pure.

CONCLUSION

Racial minority groups have been underrepresented frequently in the media and they are always been portrayed as negative roles (Klein and Shiffman, 2006). Although Greenberg, Mastro, and Brand (2002) finalized their argument regarding the portrayal of the characters with darker skins as the negative ones in various programs in the mass media with an obvious stereotyping done through the characters. According to the argument made by Piegion (1997), it has already been mentioned that discussing the history of American animation as an anti-racist is a hard task for the critiques and Piegion also argues that the animation and cartoons are made by the corporations owned by the whites and for the audiences from the white community. *Tom and Jerry* indicates nothing beyond to from Piegion's estimation. The question raised against by King, Bloodsworth-Lugo, and Lugo-Lugo (2010) towards Disney's animation films, can be raised against *Tom and Jerry* too. Why there is a virtual absence of blackness as a good character? And the findings of this study come out with the same depiction done by the different directors, that is the character in black is an evil one whereas the character in white resembles purity, luxury, authority, and beauty. Different directors of *Tom and Jerry* from the original series, such as the Hanna-Barbera duo, Gene Deitch and Chuck Jones, they all have utilized the color almost in the same way when portraying the characters, especially for the character of Butch, the alley cat, and the heroine/the beloved of Tom, Toodles Galore. Although, the presence of Butch is only found in the episodes directed by the Hanna-Barbera duo. Butch is represented as a villain, as an evil character. His character also represents the image of an African American sportsman who has always been stereotyped as more masculine and also being accused of taking drugs which resembles the stereotypical representation of the African-American sportsmen through the western media, which mostly intends to do more coverage when black males are the alleged perpetrators (Katz, 2006). Moreover, giving the villain black skin also strengthens the idea of considering the blacks (African Americans) as a forever threat for the American through their history (Ferber, 2007). On the other hand, through the portrayal of Toodles Galore, *Tom and Jerry* seems to create a concept of beauty and beloved where the female characters should be slim, white, beauty conscious and form a well-to-do background, which leaves an option of the researchers for a further study on the portrayal of the female characters in *Tom and Jerry*.

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