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**NON-VERBAL SYMBOLS IN ANIMATION IN THE CONTEXT  
OF CROSS-CULTURAL INTERACTION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter explores the theoretical foundations of non-verbal symbols in animation. The second chapter analyzes how animation functions as a medium for cross-cultural exchange. The third chapter offers practical recommendations for improving the use of non-verbal symbols in intercultural communication.

The structure of the master's thesis: this thesis includes 87 pages, 1 appendix and 61 sources used.

*Keywords: nonverbal symbols, animation, cross-cultural communication, international influence, cultural motifs, visual storytelling, audience engagement, globalization, symbolic communication.*

The object of the study is Non-verbal Symbols in Animation.

The subject of the study is Non-verbal Symbols in Animation in the Context of Cross-Cultural Interaction.

The aim of the study is to research and analyze the influence of non-verbal symbols in animation on the context of intercultural interaction.

The study employs case studies of *Spirited Away* and *WALL-E* to analyze nonverbal symbols – such as gestures, visual motifs, and editing techniques – and assess their cultural specificity and narrative impact. Additionally, a survey was conducted to examine how audiences from different cultural backgrounds perceive and respond to these nonverbal elements, highlighting patterns in cross-cultural engagement.

Nonverbal symbols in animation – such as gestures, facial expressions, colour, and visual design – enhance emotional depth and enable cross-cultural storytelling. Japanese animation often uses culturally specific cues like Shinto symbolism, while American works favor universal techniques like exaggerated movement. These elements act as cultural bridges, and their effective use requires balancing authenticity with universality through research, innovation, and collaboration.