Abstract

The purpose of this dissertation is to examine the extent to which culture can be promoted through digital art and 3D animation in Pakistan. This dissertation will initially seek to establish some reasons which feed into the cultural state of confusion that is ingrained in the Pakistani psyche, because this lack of clarity regarding national and cultural pride is reason behind why this question arose. Issues such as cultural hybridity, cultural imperialism and globalization will discussed followed by an examination of how culture has been successfully promoted through digital art and animation in societies similar to Pakistan, such as Iran and Saudi Arabia, as well as an insight into the current situation of digital art and 3D animation in Pakistan through academic essays, newspaper articles and websites. The time period of the work discussed is roughly 2013-2014 for the sake of brevity and conciseness. Both quantitative and qualitative research methods were employed, with a heavier leaning on the latter. A survey was conducted to gauge the opinions of a selected target audience. Professionals and self-taught digital artists were also questioned regarding what work they are doing, what challenges they face working in Pakistan and most importantly, what they predict for the future of this promising industry in Pakistan.