

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XVI

Issue 4(80)

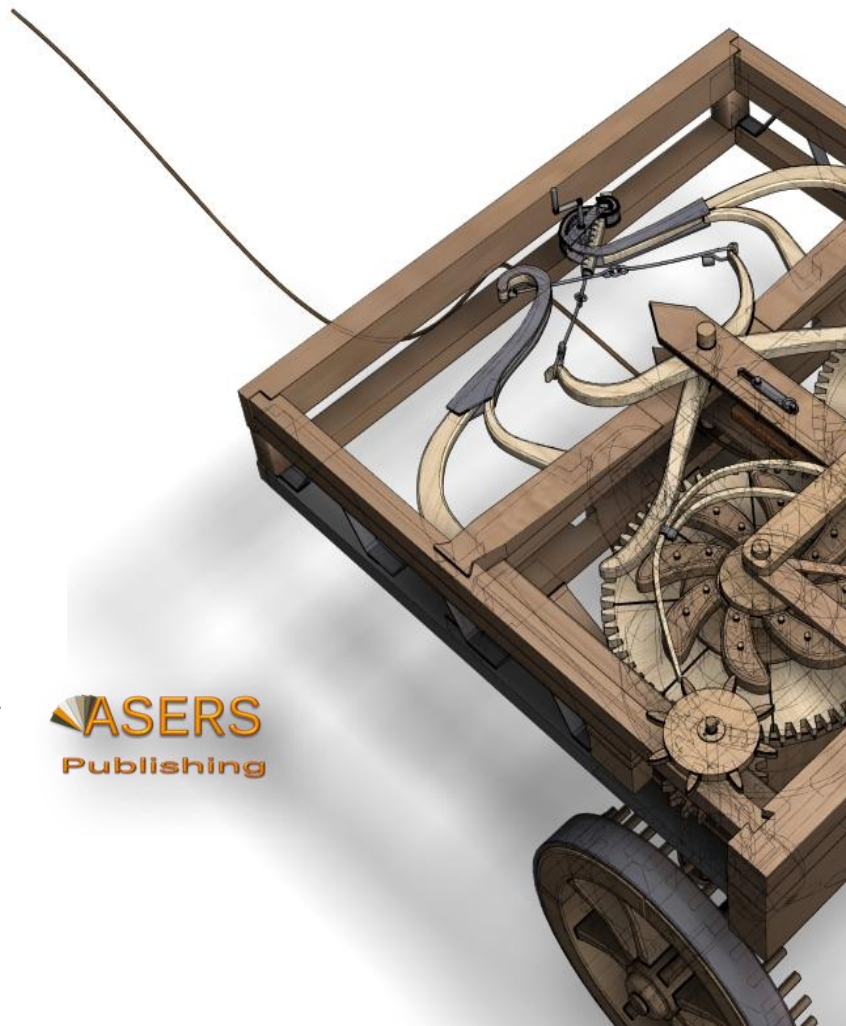
Winter 2025

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

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<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

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Call for Papers Spring Issue 2026

Journal of Environmental Management and Tourism

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Journal of Environmental Management and Tourism is indexed in RePEc, CEEOL, ProQuest, EBSCO, DOAJ and Cabell Directory databases.

Details regarding the publication in this journal are here: <https://journals.aserspublishing.eu/jemt/about>

Deadline for submission:

15st January 2026

Expected publication date:

February 2025

Website:

<https://journals.aserspublishing.eu/jemt>

E-mail:

jemt@aserspublishing.eu



DOI: [https://doi.org/10.14505/jemt.v16.4\(80\).08](https://doi.org/10.14505/jemt.v16.4(80).08)

Reimagining Dussehra through AI-Generated Anime: Examining Global Perceptions of Indian Culture

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Article info: Received 17 October 2025; Accepted 2 November 2025; Published 29 November 2025. Copyright© 2025 The Author(s). Published by ASERS Publishing 2025. This is an open access article distributed under the terms of CC-BY 4.0 license.

Abstract: To examine how generative AI reimagines Dussehra through anime-style visuals and to assess how these representations influence global perceptions of Indian culture.

The study uses a qualitative analysis of secondary data from AI-art platforms, digital archives, and audience discussions. It interprets visual patterns, circulation dynamics, and viewer responses through the proposed AI–Culture–Perception Framework.

AI-generated anime increases the global visibility of Dussehra by translating mythic symbols into accessible visual forms. However, the outputs may simplify cultural nuances or introduce aesthetic distortions due to algorithmic bias and stylistic blending. Audience reactions show a mix of appreciation, curiosity, and concern about authenticity.

The study offers one of the first analyses of festival representation through AI-generated anime and introduces a conceptual model explaining how cultural meaning is reshaped through AI mediation and platform circulation.

The research relies solely on secondary data; future studies should include empirical audience surveys for deeper insight.

Keywords: Artificial Intelligence; anime; cultural representation; Dussehra; global perception.

JEL Classification: Z11; O32; Z33; R11.

1. Introduction

1.1 The Background and Rationale of the Study

Cultural festivals function as key carriers of heritage, shared memory, and collective identity across societies (Berti, 2020). In India, Dussehra - marking Rama's triumph over Ravana - continues to attract national and international attention through its dramatic enactments, ritual symbolism, and public performances (Goswamy, 2021). As digital technologies expand the ways in which cultural narratives travel, festivals such as Dussehra increasingly appear in global media ecosystems through diverse formats including livestreams, documentaries, and animated retellings.

Among these shifts, generative artificial intelligence (AI) has introduced new pathways for visualizing culture. Particularly notable is the rise of AI-generated anime, which merges machine-driven creativity with the aesthetic features of a globally popular animation style. Despite these rapid changes, academic inquiry into how AI-driven visual media represent traditional festivals - and how such representations shape global perceptions - remains limited. This gap provides the central motivation for the present study.

1.2 Overview of AI in Cultural Representation and Media

Generative AI has become deeply integrated into cultural and creative industries, shaping animation pipelines, digital storytelling, and heritage interpretation (Gürel, 2025). Its capabilities - ranging from character generation and motion synthesis to automated scene creation - enable rapid visual experimentation that can redraw how cultural content is produced and consumed. These developments offer opportunities for accessibility and visibility, particularly for cultures traditionally underrepresented in global media.

However, scholars caution that generative systems also pose challenges. Biases embedded in training datasets can influence how non-Western characters, symbols, and environments are depicted, potentially reinforcing stereotypical or exoticized imagery (Ghosh *et al.* 2024). Concerns around authenticity, algorithmic interpretation, and cultural accuracy complicate the role of AI as a mediator of tradition. While the technical potential of AI in animation is widely recognized, the cultural implications of these tools - especially when applied to heritage narratives - remain underexplored.

1.3 Dussehra Festival: Symbolism, Mythology, and Global Influence

Dussehra's narrative richness makes it a compelling case for studying AI-mediated cultural representation. Its mythological themes, heroic archetypes, and visually striking symbols such as Rama's bow, Ravana's ten heads, and the effigy-burning ritual lend themselves well to animated reinterpretation. As digital platforms rapidly absorb and circulate reimagined cultural content, Dussehra appears increasingly in global spaces, where it is encountered by audiences unfamiliar with the festival's deeper cultural logic.

These shifts raise essential questions: How do AI-generated visuals translate mythic meaning? What aspects of the festival are emphasized, altered, or recontextualized? And how do global audiences interpret these reimagined forms? Investigating these dynamics allows for a deeper understanding of AI's emerging role in cultural diplomacy, soft power, and global heritage communication.

1.4 The Emergence of AI-Made Anime as a Medium for Cultural Expression

Anime has long served as a vehicle for transcultural storytelling. Its visual language - character exaggeration, emotive symbolism, and dynamic motion - allows narratives to cross borders with ease. When combined with generative AI, anime evolves into a hybrid global medium that can reinterpret cultural forms through computational aesthetics. AI-generated anime does not simply replicate Indian mythological content; it blends stylistic conventions, tonal features, and symbolic cues from multiple visual traditions.

This hybridity raises both opportunities and tensions. On one hand, AI-anime may make Indian festivals more accessible and emotionally resonant for international audiences. On the other, algorithmic reinterpretation risks distorting cultural nuance or flattening region-specific meanings. Understanding these convergences is essential for assessing AI's potential as a tool for cultural translation.

1.5 Research Problem, Objectives, and Questions

Although Dussehra has been widely examined in relation to ritual, community identity, and tourism, only a small body of work explores its representation in digital media - particularly through AI-generated forms. Existing AI research tends to focus on creative innovation or technical capabilities, leaving the cultural and perceptual dimensions largely unaddressed.

This study fills this gap by examining how AI-generated anime reimagines Dussehra's characters, symbols, and moral narratives, and how global audiences engage with these digital reinterpretations. It aims to contribute to emerging discussions on algorithmic creativity, cultural representation, and the circulation of heritage in the age of generative AI.

The study is guided by three questions:

RQ1: How does AI-generated anime reinterpret Dussehra's narrative elements, characters, and symbolic motifs?

RQ2: How do global audiences perceive and interact with these AI-mediated representations of Indian culture?

RQ3: How do digital platforms and AI trends shape the circulation and visibility of Dussehra-themed anime content globally?

1.6 Scope, Limitations, and Organization of the Study

This research relies exclusively on secondary data collected from academic literature, AI-art platforms, digital archives, and audience interactions on public forums between 2020 and 2025. While this approach enables broad cultural and aesthetic analysis, its reliance on publicly available digital materials limits the depth of audience-

specific insights. As primary ethnographic or survey data are not included, interpretations reflect observable patterns rather than measured attitudes.

The article proceeds as follows: Section 2 reviews literature on media representation, anime and cross-cultural storytelling, AI-driven creativity, and festival narratives. Section 3 outlines the qualitative methodology. Section 4 presents the case analysis of how AI-generated anime reimagines Dussehra. Section 5 discusses implications for cultural representation, education, and policy. Section 6 concludes with recommendations for responsible, culturally grounded AI-mediated storytelling.

2. Literature Review

2.1 Theoretical Perspectives on Cultural Representation in Media

There are many theoretical antecedents related to culture representation in the media since Stuart Hall's work on encoding/decoding and representation (Bode, 2024) that opens a horizon for meaningful work of media about culture. For example, it is quite evident, only now, that some scholars argue media are no longer a mere mirror of cultural system but have usurped space for active meaning making that constructs and contests cultural identities (Dey, 2024). Critical cultural/media possibilities, such as who gets talked about, to whom, in terms of what, by what method, with what effect, and many more, are not central for a critical understanding of media. Power, agency, context, and intersectionality must be central in analysis of media representations. For instance, critical media effects scholars argue that media cannot ignore but move from the margins of explanation to the central stage if one deals with power, agency, context, and intersectionality in analyzing media representations (McQuail & Windahl, 2023; Bridging Critical Cultural Communication & Media Effects, 2019). Such showed the transmission of cultural representations via media in globalized digital contexts since they almost always have repercussions on intercultural understanding, diaspora identity, and soft power.

2.2 Anime and Cross-Cultural Storytelling: From Japan to Global Media.

Anime had evolved from a Japanese phenomenon to a globally comprehensible visual language that could potentiate unreachable cultural and emotional meanings. Thanks to the stylistic hybridity of anime, myths can be reconstructed and iconic female bodies transmitted across national borders. Liang (2005) likened it to a medium through which transnational storytelling could be consumed. In India the story of the power of anime over young minds is explained in another setting, with futurological animators adopting the narrative and aesthetic grammar of anime to reinterpret local myth. In a "Ghlocal" adaptation, Bhosle (2024) observed that "transcreated" an Asian middle-class audience-faithful myth with transnational appeal-let era India perform its mythic tales, such as those of Dussehra, for fresh audiences. AI-generated animations reach such situations further in spreading cultural dialogue beyond national borders into global levels by making traditional narrations from India to a global universal reading signifying the same interpretations and narratives as before but with proximity to its symbolic content.

2.3 Artificial Intelligence in Animation and Digital Creativity

Currently it uses AI to redefine the creation of animated characters, to add automatic motion, and to create narratives through generative modeling. Stark identifies this shift as a new creative paradigm, which machines collaborate with artists. Hemment, *et al.* highlight the concept of being experiential AI, where human agency remains central to algorithmic creativity. Abootorabi has broad stroke coverage on such systems, which also includes how multimodal learning advances emotional realism in animated characters. Caramiaux further argues that AI is the conscience of creative work altered the social and ethical dimension, crossing the lines between authorship and automation. Towards these developments, the position of animated creations AI-driven is folded-in as both technological innovation and philosophical questioning about creativity, agency, and cultural translation-by being animate AI-driven.

2.4 Festivities as Cultural Narratives: A case of Dussehra

There is a liveness to the narratives that Dussehra like festivals engulf us in. Through the shared action, myth and symbolism performances, communities are brought together. This is about embedding AI in festival communication and management, and AI helps to engage the audience more deeply through data-driven storytelling. On the other hand, Lopes, Melo-Cardoso, and Camilleri (2025) note how visitor experience is enhanced by AI systems, which make possible personalised cultural interactions, and leading to the condition of "smarter crowds." The author further warned that the risk of making sacred rituals commodities is real for the visit of digitalisation. The innovation and authenticity of things must be properly balanced. Dussehra is just another

great space being shaped by techniques coming into foreground, which would bring the philosophical spiritual experience together."His insights into the sacredness of Dussehra as a platform for sites of mediation bring into focus knowledge-based ways in which technology can empower and compromise cultural practices."

2.5 AI-Generated Art and Global Cultural Perception

AI-generated art signifies the crossing of human creativity and computational aesthetics making a difference in how global audiences perceive culture. Gürel (2025) denotes that they are more of "co-experiential" spaces where meaning is made by co-citation of creators with their audiences through the operation of algorithms. Iervolino, Amendola, and Sabato (2025) discuss that bringing in new constructs into the new spaces would necessitate legitimacy for algorithmic authorship inside cultural institutions. To note, according to Visanich (2024), predictive analytics now influences audience engagement strategies. In so doing, the development moves toward a reactive cultural ecosystem merging heritage, data, and participation. As in the case of, among Indian festivals like Dussehra, AI-generated anime, thus, becomes a cultural object, in part, and a tool for soft power intermediating intercultural understanding through new modes of adaptive storytelling-the visual formats.

2.6 AI and Computer Systems in Family Culture.

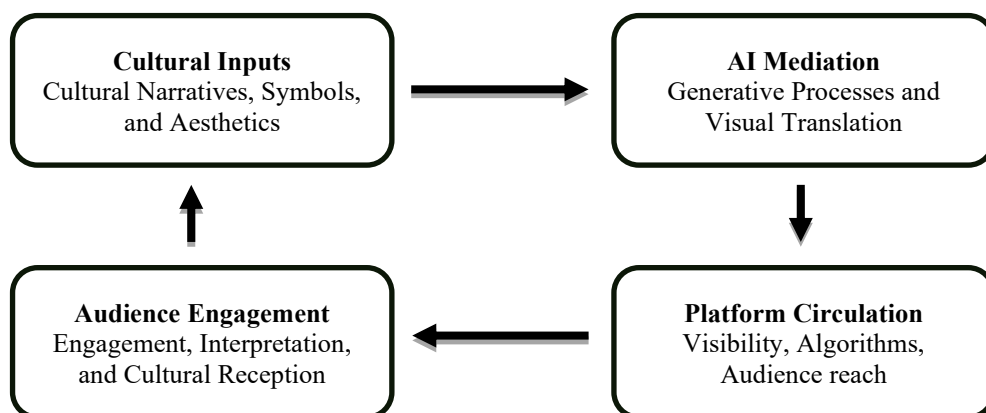
Starting this review of literature as bases drawing from it for conceptual framework development that combines media representation theory (Bode, 2024; Dey, 2024), cross-cultural storytelling via anime (Bhosle, 2024), and AI-driven creative production (Stark, 2024; Qadri *et al.* 2025), the AI-generated anime of Dussehra can be seen as just such a mediated cultural form influenced by platform logics, production affordances, and audience decoding dynamics, which helps to understand how narratives, symbols and values of Dussehra are interpreted, disseminated and received by global audiences through AI-anime.

2.7 Conceptual Framework: The AI–Culture–Perception Model

This study introduces the AI–Culture–Perception Framework to explain how Dussehra's cultural narratives are reshaped through generative AI and global digital platforms. Drawing from literature on media representation, anime-based storytelling, AI creativity, and festival studies, the framework shows how traditional elements - mythic characters, ritual symbols, and visual motifs - enter AI systems as cultural inputs. Through computational processes such as visual translation, stylistic blending, and algorithmic recombination, generative models reinterpret these inputs, producing hybrid anime-style representations that merge cultural specificity with global aesthetic conventions.

Once generated, these visuals circulate across platforms like YouTube, TikTok, and Reddit, where algorithms influence visibility and audience reach. Global viewers respond with varying interpretations, ranging from fascination and cultural appreciation to concerns about authenticity and distortion. These perceptions feed back into the circulation cycle, shaping how future AI-generated representations evolve. Overall, the framework highlights a continuous, cyclical movement in which cultural meaning is reinterpreted and redistributed through AI-mediated media.

Figure 1. The AI–Culture–Perception Framework



This model conceptualizes how Dussehra's cultural narratives move through generative AI processes, circulate across digital platforms, and shape global audience perceptions. It illustrates four interconnected components - cultural inputs, AI mediation, platform circulation, and audience perception - demonstrating the cyclical flow through which cultural meaning is reinterpreted, visualized, and received within AI-driven media environments.

3. Methodology

3.1 Research Design

This qualitative case study explores how an AI-created anime named Fogas reinterprets the Indian festival of Dussehra and converts its cultural symbolism into the digital realm. The case study method facilitates an in-depth examination of the intersections between cultural meaning, technology, and media in AI-mediated art. Derived from Yin's classic model, this design incorporates hybrid qualitative tools such as computational creativity and digital ethnography (Viera, 2023). Using the frameworks of Hemment *et al.* (2023) and Caramiaux *et al.* (2025), co-creative dynamics in human intention and algorithmic decision-making engender hybrid cultural meanings. Supported by Pitakaso (2025), the project proposes an AI-assisted analysis of visual, textual, and symbolic interactions. The interpretive framework privileges meanings over measurements, thus viewing AI-mediated media as a lens to perceive cultural representation and creative convergences in contemporary India (adapted from Erickson, 2024).

3.2 Nature and Sources of Data

This study applies itself in the secondary data method that has been reported from reputable sources through reviewed articles found in the public domain and published between 2020-2025. Academic journal articles, conference papers, digital repositories, and reviews related to AI in animation, cultural representation, and festival studies are part of the study materials. Additional data with equal relevance were secured from UNESCO (2023) and PwC (2024) reports for technology-led innovation in cultural output.

Moreover, supplementary data are found on certified open-access platforms such as YouTube, Artbreeder, and interactions on Reddit in the CreativeAI forums hosting AI-made art and animations. Guo *et al.* (2023) argue that significant augmentation was made for comprehension of algorithmic creativity or cultural reinterpretation centering around digital databases and large data. Likewise, Sailesh (2024) and Lopes, Melo-Cardoso, and Camilleri (2025) lay down the fact that the infusion of a proper AI analytics system employs the clear understanding of the document and insight into contemporary audience behavior.

His research was restricted to all sources for credibility, authenticity, and relevance. Sources that dealt directly with AI art, animation, or Dussehra festivals were included in the research material.

3.3 Sampling and Selection Criteria

To identify variously themed and topic related secondary sources for the study, purposive sampling strategy was employed to collect samples. They looked for academic research citations from databases like Scopus, Web of Science, and SpringerLink, and they used key terms like "AI animation," "cultural representation," "festival media," and "Dussehra." This approach was useful because it addressed both theoretical and practical aspects of AI programming for creativity. The digital component covered content analysis of AI-generated art, anime videos, and festival reinterpretations found on open platforms.

Priority was given to three categories of data, first and foremost, (1) scholarly sources of reports, and studies into media creation involving AI; (2) academic/popular discourse on scenarios discussing cultural mythic representation within India; and (3) great audience analyses or debate on AI-moderated cultural content in the world. Grounded in Silverman's words, the methodology results surface triangulated studies across academic ideation, digital artefacts, and audience reception. However, as digitalization is becoming more and more deep in many aspects of cultural narrative, researchers should be highly conscious of the serious issues of fidelity in this context. With Iervolino, Amendola, and Sabato, Chen (2025) can endorse their statement about having a very strong curatorial sensitivity alongside institutional oversight in choosing materialistic data to investigate a great deal of scientific evidence against machine-generated pieces.

3.4 Data Analysis

The data was done after qualitatively analyzed through content analysis and on thematic basis, to have an interpretation of symbolism, representations, and audience perception (Braun & Clarke, 2021). The process was accomplished in three stages - re-engagement at the data level, beginning with the generation of preliminary codes and then the combination of these codes to produce main thematic categories.

Three crucial keywords were discovered that were mythic reinterpretations, AI aesthetics, and decoding global culture that was reinventing Dussehra's visual and symbolic essence through AI. Considered on Liang's (2025) cross-cultural semiotic framework, the exploration focuses on examining predictive audiences in relation to digital engagement patterns (Visanich, 2024). Only for this purpose, an approach called hermeneutic

interpretation will be adopted to digital humanities since it offers a window on the interpretation as multiple-layered insight into how the meaning is illuminated within media culture created through AI.

Interpreting the Microfiche is a weaving of academic perspectives, visual algorithmic and user comments in order to ground the findings. Thus, according to 1527), the strategy captures hybrid cultural symbols that mean morph due to the interplay with the AI systems, from the audiences, and as they are represented in art.

3.5 Ethical Findings and Credibility of Sources

The integrity of researching, or any other endeavor, rests on the shifting sands of knowledge, hardly verifiable. Transparent citation, responsible data interpretation, and acknowledgment of intellectual property rights, etc., result in ethical integrity of its findings. Furthermore, all data and materials related to arts, culture, and media used during the analysis for this study have been accessed through publicly available sources, ensuring open-access standards in some way. Such credibility is done by cross-verification of publication authenticity, author affiliations, and indexing reliability.

Gurel (2025) maintains that the development of cultural production privileging AI has concomitantly engendered new ethical issues that address the owning of bias as well as the cultural loyalty; hence, these matters must be increasingly reckoned with concerning the content analysis. Another perspective is expressed by Iervolino, Amendola, and Sabato (2025), because as they detail the responsibility of researchers and curators to uphold transparency as well as context fidelity when dealing with algorithmic art and cultural data, it arises a lot indeed. This paper is guided by these facts in sourcing anything, in ethical concern, and within interpretive caution for all second data. Consequently, the network presented the finding, warning of reflection about the real problems associated with the research in AI, such as algorithmic opacity, representation bias, and variability in context. The article was produced according to this methodology, in a compromise between analytical depth and ethical and scholarly integrity, aiming to produce responsible input to urgent discussions on AI-produced cultural rendering.

4. Case Study Analysis: Dussehra Reimagined through AI-Generated Anime

4.1 AI-Generated Toons Illustrate Dussehra: Narratives, Characters, and Values

Dussehra symbolizes virtue's victory over vice, it was historically portrayed in religious, performative, and cinematic art forms. But now it has gushed forth in AI-recognized Japanese-style animes as centuries-old recapitulation unites Indian mythological narrative with worldwide visual languages. By 2025, between three and six digital creators will have used Midjourney, Runway ML, and YouTube to synthesize Ramayana's ethical themes and stylistic Japanese-anime vernacularities.

Figure 2. AI-Generated Anime Interpretation of Rama and Ravana



Characters like Rama and Ravana can be rediscovered in cyberspiritual settings where Hindu cosmology intersects with digital futurism. Hemraj (2025) pointed out that AI blurs the creative authorship with the help of seamless blending of cultural storytelling and technology-driven production. AI helps produce visual results that look indigenous and are universally resonant through such incorporation, an algorithm learning from various data gathered all over the globe and reinterpreting mythic archetypes with a transnational aesthetic. This New Age Anime churn could redeem the old-timey two-armed nature of Dussehra into murkier, more modern, and universally accommodative grounds.

4.2 Aesthetic and Symbolic Reinterpretation: Ramayana, Ravana, and Moral Duality

The portrayal of Rama and Ravana in anime can offer us a mature perspective in the sense that they are shown as far from traditional devotional or moralistic impressions-too innocent to be true-indeed we see a demonstration of both figures in line with many of Bhosale's (2024) morally ambivalent heroes and villains current in the anime context. Thereby, in AI renditions, Ravana: Multi-dimensional blending of demonic and post-human properties merges into an antihero, with Rama layering as a digitally illuminated, warrior-sage types. Also, Gürel (2021) asserts that AI-driven art would contribute through the blending of visual languages from different traditions to the emergence of a cultural hybridity. This way, AI-created Dussehra-themed anime becomes a hybrid cultural text of popular technological imagination with mythic memory, inviting global audiences to place in reimagined narratives of India.

Figure 3. Anime-style Depiction of the Rama–Ravana Confrontation



4.3 Global Platforms and the Circulation of Dussehra Narratives

The dissemination of AI-generated Dussehra content across global digital platforms illustrates how new media ecosystems amplify cultural visibility. On YouTube and TikTok, AI-animated shorts tagged under #RamayanaAI or #DussehraAnime reached cumulative view counts exceeding 1.5 million between 2024 and 2025 (PwC, 2024). Similarly, Reddit communities such as r/aiart and r/AnimeCulture featured thousands of cross-cultural reinterpretations of Indian mythic figures during festival periods. These data points reflect what Zhao and Zhang (2023) describe as the machine-learning diffusion effect - AI's capacity to replicate and evolve aesthetic motifs across diverse online networks.

Viewer commentary analysis on YouTube threads indicates two dominant interpretive positions: international audiences often express fascination with India's mythological richness, while Indian users debate issues of authenticity and cultural ownership. This aligns with Qadri *et al.* (2025), who advocate for "thick evaluations" of AI-generated cultural representations that incorporate the social context of creation and reception. In these exchanges, AI-generated anime becomes a digital space of negotiation between cultural pride and postcolonial critique.

4.4 Audience Perception, Cultural Reception, and Engagement

It showcases that how algorithmic creativity would democratize and at the same time disturbs a culture's narrative about the AI-anime content. The extent of positiveness comes out in the global reaction of the hybrid aesthetic as

an entry point, through which people perceive accessibility into Indian mythology. Part of the Indian audience, however, continues to disapprove and see it as a misinterpretation of sacred symbols by the AI, echoing most of AI's democratizing potential conferring with local kinds of cultural sensitivities by Hemraj (2025).

This tension between continuity and discontinuity of technology is described by Erikson (2024) as maintaining continuity in creativity while allowing reinterpretation of cultural forms but also destroying traditional forms of authorship and curatorial hierarchy. For a festival like Dussehra, it would mean that AI-anime should also function as something developed for cultural diplomacy, but as a contested site for meaning. Again, the case sketches Gürel's (2025) argument about a much wider problem. It clarifies how involved such experiences are bound to be when the industries that are creative become participatory and cross-national and the whole distinction between cultural producer and consumer dissolves.

4.5 AI-Anime vs Traditional Representations in Communication Media

It is transformation of concepts important to a given mental mode-old televised Ramlila, ancient folklore-based film adaptations, with contrast against the ultra-common, ultra-modern AI-created celebrated-Dussehra anime representation. Ritual and devotion, with stories of moral pedagogues, makes up most of the old media message in the narrative most community-centered concepts concerning national identity. And this is just where modern anime from AI stands, choosing emotion over ritual and making Dussehra such a dramatic transcendence fit not only for national action but for a global audience.

Stark (2024) says that such a shift in expression is possible because there is an artificial intelligence which claims authorship through algorithms; that is to say, the intelligence of the contemporary medium author mediumizes AI which becomes part and parcel of the medium as Translator and Collaborator. The shift, therefore, is evident towards the embrace of an affective sort of language of storytelling that is more symbolic and then emotionally charged entrenched in anime's language. In the words of Hemraj (2025), much of this has indeed resulted in a new Creative Ecology where culture is co-authored by human beings and machines.

So, Dussehra is revised by AI not according to modernity but according to the cultural recognition of the transformation in the conversation on major discussions about truth, property, and representation in global digital creation and ethics in AI.

5. Discussion

This study explored how AI-generated anime reimagines Dussehra and influences global perceptions of Indian culture. The findings show that generative AI functions not only as a technical tool but as a cultural mediator that reshapes narrative meanings, symbolic interpretations, and modes of cross-cultural engagement. AI-driven visuals amplify festival visibility, translate complex myths into accessible anime aesthetics, and circulate rapidly across global platforms. At the same time, concerns emerge around authenticity, algorithmic bias, and cultural ownership, reflecting tensions between innovation and tradition.

5.1 Cultural Implications

AI-generated anime has the potential to broaden cultural understanding by presenting Indian mythologies in formats that resonate with global youth cultures. By visualizing Dussehra through familiar anime grammar - dynamic framing, expressive symbolism, and stylized character design - AI makes traditional narratives more accessible to audiences who may not have prior exposure to Indian festivals. This contributes to soft power, enabling India's cultural symbols to circulate beyond geographic boundaries.

However, the findings also show important cultural risks. Algorithmic interpretations may oversimplify or distort layered mythological meanings. Training data dominated by Western or East Asian aesthetics can unintentionally embed biases that alter the visual authenticity of Indian characters and symbols. These distortions can lead to forms of algorithmic exoticism, where cultural nuance is replaced by generalized or hybridized imagery. Thus, while AI expands cultural reach, it simultaneously necessitates careful human oversight to maintain fidelity to cultural context.

5.2 Educational Implications

AI-generated anime holds strong potential as an educational tool for cultural learning, especially for younger audiences who engage more readily with visual and narrative media. Teachers, cultural institutions, and digital learning platforms can use AI-generated visuals to illustrate festival origins, characters, moral themes, and regional variations in creative ways. Interactive AI systems also allow learners to experiment with prompts, observe how visual representations shift, and critically reflect on cultural accuracy.

Yet, the educational value depends on guidance. Without curated frameworks, students may internalize inaccurate or culturally diluted representations. Educators must therefore integrate AI media with contextual explanations, comparative analysis, and discussions about representation, bias, and ethical use of technology. Doing so transforms AI-generated anime into a powerful tool for critical cultural literacy, helping learners understand both the possibilities and limitations of AI in cultural storytelling.

5.3 Public Policy Implications

As generative AI becomes a major agent in cultural communication, policymakers face the challenge of establishing guidelines that protect cultural integrity while encouraging creative innovation. The findings underscore the need for standards on transparency, such as labeling AI-generated cultural images, documenting data sources, and disclosing when cultural symbols have been altered or stylized.

Policies related to copyright, ownership, and the use of culturally sensitive imagery must also be strengthened. Traditional communities may have legitimate concerns regarding the remixing or reinterpretation of sacred symbols by AI systems. Developing ethical frameworks - possibly in line with UNESCO's principles on AI and cultural diversity - can help ensure respectful, context-aware AI usage.

Additionally, policy bodies should consider supporting research, digital literacy programs, and collaboration between technologists, artists, and cultural experts. Such measures would help safeguard cultural authenticity, promote responsible AI deployment, and foster sustainable cultural innovation.

Conclusion and Recommendations

This study examined how Dussehra is visually reimagined through AI-generated anime and how such representations influence global perceptions of Indian culture. By analyzing secondary data from AI-art platforms, digital communities, and audience responses, the research demonstrates that generative AI has become a significant mediator of cultural meaning. Its capacity to translate complex mythological narratives into globally familiar anime aesthetics expands the international visibility of Dussehra while simultaneously reshaping how its symbols and values are interpreted.

The analysis addressed three research questions. First, AI-generated anime was found to reinterpret Dussehra's narrative through stylized visual forms - heroic exaggeration, intensified color palettes, and hybridized iconography - creating novel yet sometimes simplified aesthetic versions of traditional motifs. Second, audience reactions reveal diverse patterns of engagement: global viewers often express fascination and cultural curiosity, while Indian audiences show both appreciation for creative reinterpretation and concern about authenticity and symbolic accuracy. Third, platform circulation plays a central role in amplifying certain themes - such as dramatic battles or heroic archetypes - thereby guiding how festival meanings travel and are consumed in digital spaces.

The study contributes to emerging research on AI-driven cultural representation by proposing the AI-Culture-Perception Framework, which maps how cultural narratives move through generative systems, platforms, and audience interpretation. This conceptual model highlights the cyclical nature of cultural production in the AI era, where meaning is continuously reshaped by computational processes, visibility algorithms, and global feedback loops.

Findings also underscore broader implications. Culturally, AI-generated anime can strengthen India's soft power by making festival narratives internationally legible, but it also risks distorting sacred symbols through algorithmic bias or aesthetic homogenization. Educationally, such imagery offers valuable tools for teaching mythology and cultural literacy, provided that learners are guided to distinguish stylized interpretations from traditional narratives. From a policy perspective, the rise of AI-mediated cultural content requires stronger guidelines on attribution, cultural sensitivity, intellectual property, and responsible dataset development.

Overall, the study shows that generative AI is reshaping how cultural festivals like Dussehra are visualized, circulated, and understood. As AI's role in creative production continues to expand, future research should incorporate empirical audience surveys, cross-cultural comparisons, and collaborations with cultural practitioners to deepen understanding of how digitally reimagined heritage influences global cultural dialogue. Ensuring that AI-driven cultural representation remains context-aware, ethically grounded, and culturally respectful will be essential for supporting meaningful and sustainable cultural storytelling in the digital age.

Acknowledgments

The author expresses gratitude to the Editorial Board and reviewers of the *Journal of Environmental Management and Tourism* for their constructive feedback, which significantly improved the quality of this manuscript. Appreciation is also extended to colleagues and students whose discussions on cultural representation and emerging technologies provided valuable insights during the development of this study.

Credit Authorship Contribution Statement

Uday Kumar G: Conceptualization, literature review, methodology design, visualization, writing - original draft, and writing - review and editing.

Bhaskar Satesh: Conceptualization, theoretical refinement, analysis validation, writing - review and editing, and supervision of the final manuscript structure.

Declaration of Competing Interest

The author declares no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies

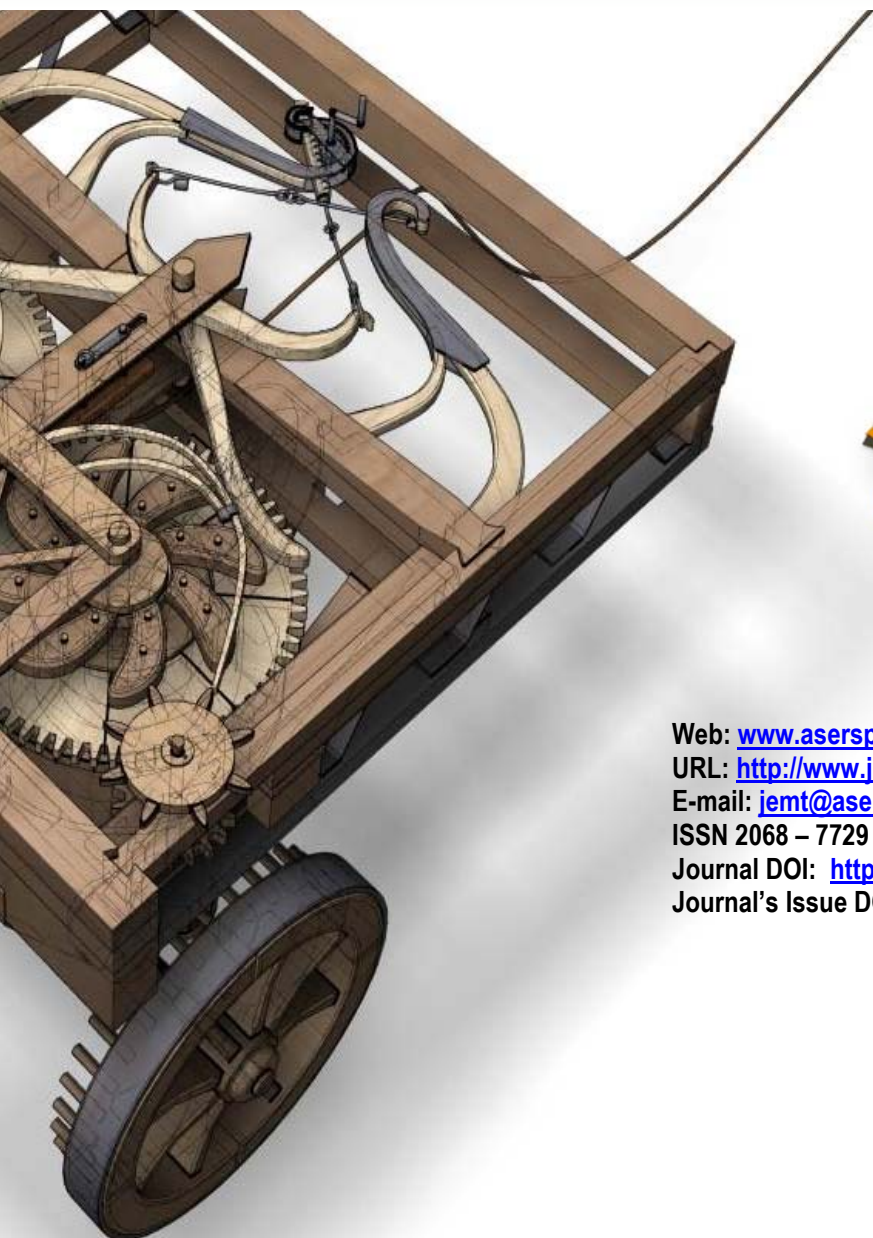
Generative AI tools were used exclusively for producing illustrative anime-style visuals included as Figures in the manuscript. These AI-generated images were created by the author for academic demonstration and do not reproduce copyrighted artwork. AI tools were not used for data analysis, interpretation, or writing of the manuscript. All conceptual development, argumentation, and final editorial decisions were made by the human author.

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ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v16.4\(80\).00](https://doi.org/10.14505/jemt.v16.4(80).00)