

# The Amazing World of Gumball

*The Amazing World of Gumball* (Turner Broadcasting, United Kingdom) is a comedic animated television series that centers on the precarious adventures of Gumball, a 12-year-old light blue cat and his goldfish best friend, Darwin (cf. screenshot 1). In “The Quest” episode, Gumball and Darwin help Gumball’s sister Anais rescue her doll Daisy when it was taken from her (cf. screenshot 2) on the school bus and ends up being tossed out the window. When it turns out that scary Tina Rex (cf. screenshot 3) has it, Anais convinces Gumball and Darwin to get it back (cf. screenshot 4). They end up in a junk yard where Tina lives and embark on a nail-biting rescue mission (cf. screenshot 5) to retrieve Daisy from the sleeping Tina (cf. screenshot 6). Tina wakes up and runs after the trio. Anais stops Tina from chasing them (cf. screenshot 7) and Tina confesses that she never had a toy. In the end, Gumball and Darwin learn the value of loyalty by keeping Anais safe while Anais demonstrates compassion when she gives Tina her doll (cf. screenshot 8).

*The Amazing World of Gumball* was the recipient of the PRIX JEUNESSE INTERNATIONAL award in the 7-11 Fiction category.

## International experts’ opinions

International experts shared their opinions about *The Amazing World of Gumball* during the discussion sessions at the PRIX JEUNESSE INTERNATIONAL 2012. Many enjoyed the program because of its unique animation style, funny writing and authentic use of a child’s point of view. It was highly favoured by the experts as most likely to be picked by children all over the world to watch. The experts especially liked the lesson the program imparted to the audience.

“I loved it. What was great about it was they created a world where anything could happen.” (female expert, UK)

“It gave a moral lesson in the end when she (Anais) gives the doll to the dinosaur. So, they’re teaching children to sacrifice...” (male expert, Pakistan)

“I think the story was perfectly executed. The characters and the animation had a special style.” (female expert, Slovenia)

One of the main issues brought during the discussions was the use of humor in this program. Many experts agreed that the show’s writing is very funny and that it successfully mirrors a child’s sense of humor.

“I think the bit with the stick was very childlike. It’s very funny because that’s what a child would do.” (male expert, UK)

“The humor was brilliant. It was classic comedy.” (female expert, UK)

“We talked about a lot of programs not having humor. But with this program, I think I saw everyone laugh.” (male expert, Bhutan)

However, there were some who were ambivalent about the effectiveness of the program’s sense of humor. They felt that its humor and style of animation may be a bit bizarre for a child to appreciate and relate to.



Ill. 1: Gumball and Darwin get into mischief



Ill. 2: Daisy is taken from Anais



Ill. 3: Gumball and Darwin discover that Tina Rex has Daisy



Ill. 4: Anais convinces Gumball to take Daisy from Tina Rex

“The characters for me were a bit strange. I could not identify myself with it in the beginning. It has a certain kind of humor – it’s a bit American. Although I think, yes, the show was full of humor and that kids from other countries could understand it.” (male expert, Egypt)

“I don’t think a 7-year-old would pick up on its style and writing.” (female expert, USA)



Ill. 5: Gumball turns scary to funny by poking Tina in the nostrils

“The style was very eclectic with sort of realistic backgrounds. The characters were 2D and simple. And then there was a computer-animated dinosaur. It may have worked together, but it was strange.” (male expert, Germany)

On the whole, however, many experts found *Gumball* to be one of the funniest in its category. Some experts even compared it to the hit American series *SpongeBob SquarePants* due to similarities in sensibility and comedic style.

“*Gumball* was my favorite one. I thought it hit kids spot on better than a lot of the other shows and I thought it was hilarious and very well done.” (female expert, USA)



Ill. 6: Gumball, Darwin and Anais rescue Daisy from Tina

“Yes, it’s funny, but it also has some heart like *SpongeBob*.” (female expert, Canada)

“I thought it was like *SpongeBob* and I thought this could be a massive hit throughout the world.” (male expert, Norway)

“Yes, because it’s so cute, and at the same time irreverent and politically incorrect and so it has all the things kids like.” (female expert, Germany)

“I thought it was really fresh. I have never seen anything like it.” (female expert, UK)

*Karen Palomo (Centennial College, Toronto, Canada)*



Ill. 7: Anais stops Tina from chasing them and ends up giving Daisy up



Ill. 8: In the end, everyone learns a valuable lesson

Screenshots from *The Amazing World of Gumball* © Turner Broadcasting, United Kingdom

Target Audience 8.82	Idea 8.44	Script 8.93	Realization 9.03
Average Score per Category by experts’ voters at PRIX JEUNESSE INTERNATIONALE 2012			

**Winner of PRIX JEUNESSE INTERNATIONALE 2012**