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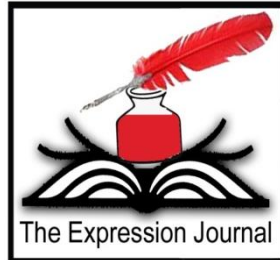
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HARRY POTTER'S MAGIC AND ITS IMPACT

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Abstract

The Magical world created by J. K. Rowling in Harry Potter Series has a great impact on society. When the Harry Potter books launched in the world's market, they become the biggest seller not amongst the children but also among adults too. The magical or Wizarding world in these series had such an impact on children that Universal Studio of Orlando approved a plan for Harry Potter theme park where Harry's fans can enjoy various rides, enjoy Hogwart Express Train and many online games are also available to entertain the visitors. The adaptation of these series made readers to buy books with every new film. The scenes like Quidditch, flying Wizards on broomsticks, wands, spells improve children's imaginations which enhances their capacity to view the world. This Pottermania is spreading all across the world estimated 200 countries and touching lives of more than 400 million people. It has a huge impact on daily lives. Families enjoys lengthy dinner times discussing upon the Muggles worlds, potions etc. This magical world is not only for children but for everyone. It is a phenomenon that ignores every race or gender. These magical tools, places have become a world to escape where everything is beyond one's imagination.

Key-Words

Harry Potter, Wizarding World, Pottermania, Time Travel, Magical Practices, Universal Studio Orlando, Builds Imagination and Creation.



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Harry Potter will turn 35 on June 30, but the spell he's casting on children hasn't aged a bit. Many people are familiar with the story behind the most talked about children's books in decades, perhaps ever: how Joanne Rowling, an out-of-work teacher and single mother living on the dole in Edinburgh, started scribbling a story in a local cafe as her small daughter dozed in a stroller; how an English publisher, Bloomsbury Books, took a chance on this unknown author; and how, almost wholly by word-of-mouth reports, the first novel, *Harry Potter and the Philosopher's Stone*, became a bestseller not just among children but also among adults, for whom Bloomsbury designed. It offered J.K. Rowling's agent, Christopher Little, a paltry advance of £2,500. The original edition appeared 1997, in a run of 500 copies, most of which went to public libraries. That's how few children were expected to read. A research shows that reading Harry Potter might even be making children imaginative.

By the time the third volume was delivered to stores, in July 1999 in the U.K. and two months later in the United States, publication was a news-leading event, timed for midnight, with teams of journalists speed-reading until dawn to provide reviews for the final edition. On trains, in airport lounges, in parks and on beaches, everywhere one went, everybody seemed to be reading Harry Potter. Rowling's

books have been embraced by parents who watched their kids turn off the TV to read. They've been heralded by librarians and teachers. Rollie Welch, young-adult librarian at the Cleveland Public Library, believes Rowling radically altered the book industry's view of children with novels that sometimes ran 700 pages and longer.

Showing children movies or giving them books with a 'magical' element can improve their imagination, and called for schools to expose youngsters to books and films like the Potter series. They found scenes like quidditch, where wizards fly around on broomsticks, casting spells and using wands were the most effective. It is the first time the effects of showing children wizards, and even Santa Claus, the Easter Bunny and the Tooth Fairy have been studied.

The researchers say believing in supernatural events like animals speaking human languages, or a witch flying on a broomstick, involves the ability to construct an alternative world. Researchers Dr Eugene Subbotsky, Claire Hysted and Nicola Jones, from the Department of Psychology at Lancaster University, says 'Magical thinking enables children to create fantastic imaginary worlds, and in this way enhances children's capacity to view the world and act upon it from multiple perspectives.' (261-277).

Harry, nevertheless, arouses greater empathy because he seems to be a child liberated from the control of dull, distracted adults, rejecting his soulless environment. No sensitive child would want to grow up to be Harry's Muggle relatives, Mr. and Mrs. Dursley of No. 4 Privet Drive. Harry Potter allows children of the suburbs to loathe their Little Boxes, to fly a nebulous broom, play non-televisable sports and aspire to a life out of the ordinary. Whether read in Seattle, Sarajevo or Soweto, Harry gives children a license to judge the adult world—and find it wanting. Magic is a natural occurring force in Harry Potter as portrayed by J.K Rowling. In the Harry Potter series created by J. K. Rowling, magic is depicted as a natural force that can be used to override the usual laws of nature. Many fictional magical creatures exist in the series, while Ordinary creatures sometimes exhibit new magical properties in the novels' world. Objects, too, can be enhanced or imbued with magical property. The small percentage of humans who are able to perform magic are referred to as witches and wizards, in contrast to the non-magical muggles.

Magicians in general are humans whom have the genetic ability to perform magic. In humans, magic or the lack thereof is an inborn attribute. It is inherited, carried on "dominant resilient genes".

Magic is the norm in the children of magical couples and less common in those of muggles. Exceptions exist: those unable to do magic who are born to magical parents are known as squibs, whereas a witch or wizard born to muggle parents is known as a muggle-born, or by the pejorative “mudblood”. While muggle-borns are quite common, squibs are extremely rare. In Children’s book, it is important to limit the magic: it cannot run wild but must have rules for how it is used, either for its possibilities and power, or how it is allowed to be used, because “if anything can happen, there can be no narrative structure, no logical development, no coherent dénouement.”The magic in the books of Harry Potter have many restrictions, though they are easy to remember. The nature of the magic is that it takes a powerful mind to perform magic, and determination to perform the simplest spells. Add to this that every bit of magic requires some tools, or in the case of potions; magical ingredients. To make an enchantment and spell you need a wand, and even if any old wand will do, you will get the best results with your own wand.

The stories we love best do live in us forever so whether us come back by page or by the big screen, Hogwarts will always be there to welcome us home.” The magical world of Harry Potter is for anyone. It’s for anyone who’s ever had a bad day and just wishes to escape. It’s for every lover of fantasy and magic. It’s a place to escape to, full of magic and wonder beyond anyone’s imagination. Harry Potter has reached out to an estimate of 200 countries, spoke out in over 69 languages and has touched the lives of more than 400 million people. It is the phenomenon that ignores race, age, gender or religion and it has brought us together despite all our differences. We are the Harry Potter Generation.” Is there really anymore to be said? Harry Potter is a huge impact on society as it’s the one thing that brought today’s generation together.

The influence of Pottermania is wide. What remains to be seen is how deep it goes, and how long it will last. Case professor Vrettos says her family has enjoyed lengthy dinner-table conversations about the stories, and she counts that among the many wonderful gifts of Rowling’s creation.

After July 21, that conversation changes. Fans will no longer be a fraternity of readers-in-the-dark. The stories enter a new era in which they will rise, fall or stand steady on their own merits, without unanswered questions and massive marketing to fuel them. Philip Nel, director of the children’s literature program at Kansas State University, predicts the books have staying power. His elective course, “The Harry Potter Library,” usually fills within 24 hours of opening. That’s what Elizabeth says:

Favorite books which are stacked up on her bed, beneath her stuffed dog. Every night at bedtime, she closes her eyes and points to one of the books, slips it from the stack and begins reading from any chapter. It makes me feel a little better. At my age, a lot of friend problems can happen. It just takes me to a different place, and just lets me live in a whole other world. (102-106)

A 2006 study by Scholastic and Yankelovich found that the Harry Potter books have had a positive impact not only on kids' attitudes toward reading, but also on the quality of their schoolwork. The Kids and Family Reading Report surveyed 500 children ages 5 to 17 and their parents or guardians. More than half of Harry Potter readers said they hadn't read books for fun before the series, and 65 percent said they have done better in school since reading the books. The study also found that the reading habits of boys – who consistently have lower literacy test scores than girls – changed the most as a result of reading the books.

Ms. Anne points out that Harry Potter is not written in advanced language, as are books by fantasy author J.R.R. Tolkien. But neither are they “dumbed down,” she adds. Kids like it when authors take them seriously, she says, and Ms. Rowling does that while still making the books graspable. Great vocabulary, and all the major elements of a fantasy book – such as time travel and good versus evil – can be found in Harry Potter. Nicola Jones, from the Department of Psychology at Lancaster University is an unabashed fan of the books, and the mother of an 11-year-old, Gray Flint-Jones, who has read and reread the series too many times to count. “The thing I'm most impressed by is the inventiveness of the details of the world [Rowling] creates,” Jones says. (111)

Katie Naymon agrees. The Laurel School freshman has been reading and rereading the books since second grade and says, “It's just unbelievable how many layers it contains. There's so much back story and foreshadowing.” The Potter franchise is typically measured in book sales and box-office receipts. But it's the small, human details that present a sharper picture of the way Rowling's fantasy series has infiltrated the culture.

At Case, for instance, incoming freshmen are given a writing placement test that has come to be known as “the Sorting Hat,” a reference to a fixture in Rowling's fictional boarding school that determines which of the four Hogwarts houses a student will join.

Even politics has been touched. Liberals trying to link their opponents with evil now

sell satirical campaign buttons emblazoned with “Republicans for Voldemort,” an allusion to the stories’ dark wizard. If the series is loved by legions, it is also loathed by plenty, including preachers concerned with its magical message. Some challenge the books’ presence in school libraries, a fact that underscores the grip of Pottermania on the culture.

Members of the literary elite strained to defend the canon from the wizard's spell. Harry Potter’ will not lead our children on to Kipling’s Just So Stories’ or his ‘Jungle Book,’ complained scholar Harold Bloom, while novelist A.S. Byatt dissed the series by insulting its fans: “It is written for people whose imaginative lives are confined to TV cartoons and the exaggerated . . . mirror-worlds of soaps, reality TV and celebrity gossip.”

On the whole, parents enjoy Potter, too. The books are often challenged by those who say they promote witchcraft and anti-Christian values. The series topped the list of the American Library Association's most challenged books from 2000-2005. Half the parents surveyed in the Kids and Family Reading Report are Harry Potter readers themselves. They also see how the books have benefited their children – 89 percent of parents say that reading Harry Potter has helped their child enjoy reading more, and 76 percent say that reading the books has helped their child do better in school. In England, publishers offer a children's and an adult's edition of the Harry Potter books, each with different cover art.

With such impact on children’s mind, the creative department at Universal Studios Orlando approved a plan for the creation of a Harry Potter theme park, to be called The Wizarding World of Harry Potter. This amusement park is a part of Universal Orlando Resorts’ Islands of Adventure. This amusement park is a part of Universal Orlando Resort’s Islands of Adventure. Emerging after several years of careful planning, organizing, and product licensing, The Wizarding World opened its gates for the first time in June of 2010. The park furthers the type of theming and immersion previously seen at theme parks. The creative team knew that the experience at the theme park was very important to visitors who may or may not already be fans of the Harry Potter books and or films. The Wizarding World, including the twin coasters, known as the Dueling Dragons, which became the Dragon Challenge ride and the Flying Unicorn, which became Flight of the Hippogriff. The 20-acre area includes attractions, restaurants, and shops themed around a recreation of Hogwarts Castle and Hogsmeade Village. In 2014, this was joined by Universal Studios Orlando's addition of a recreation of Diagon Alley located on the former site of the Jaws attraction, with the Hogwarts Express

train connecting the two.

The Wizarding World of Harry Potter merchandise available throughout Universal Orlando is some of the most exciting and desirable stuff one can purchase with their vacation dollar. The biggest impact of Harry Potter on our society can be seen at online gaming zone. Warner Bros., which owns the rights to the videogames, registered the trademark "Pottermore" in 2009, describing it as providing "multiple-user access to a global computer information network." (66-74)

Harry Potter is credited with creating a new generation of child readers and thereby promoting literacy. The most interesting discussions centers on the community of readers. Some have suggested that though reading is often a solitary experience, many of us read Harry Potter as part of a community, discussing, interacting, writing fan fiction. Rowling has seemed acutely aware of her audience and has interacted with that community of readers increasingly through the text as the series went on. Ms. Anne points out that Harry Potter is not written in advanced language, as are books by fantasy author J.R.R. Tolkien. But neither are they "dumbed down," she adds. Kids like it when authors take them seriously, she says, and Ms. Rowling does that while still making the books graspable. To some extent, it matters little whether scholars label the series high-quality literature; millions of people around the globe consider the book to be a good read. And one need only look at the amount of scholarly work in the form of presentations, articles, chapters and books with a Harry Potter focus to see the impact of the series on literary scholarship.

In reading the analyses of the Harry Potter phenomenon, it becomes clear that reading is imagined as active, while television or film viewing is understood as passive. In account after account, parents and teachers have praised the Harry Potter series for turning children into active readers instead of passive viewers.

One found that reading Harry Potter improved attitudes towards homosexuals in Italian high school students. The other linked the books with more compassion towards refugees among English university students. Identification with the Potter character didn't contribute to attitude changes in this older population – presumably college kids don't identify as much with the younger character – however strongly not identifying with the evil Voldemort did. As the authors write, this is in line with reigning social cognitive theory: "people form attitudes not only by conforming to positive relevant others, but also by distancing themselves from

negative relevant others.”

In an article in *World Literature Today*, Professors Sara Anne Beach and Elizabeth Harden Willner suggest that the immense success of Harry Potter is “rooted in the magical world and story created by Rowling, the richness of her characters, and the respect she exhibits for her readers”(102-106). When *The New York Times* asked online readers to predict how the series would conclude, a good many responded with words to the effect of “not soon enough.”

But in most respects, the pro-Harry camp has won the day. Rowling's books keep selling in hardcover, paperback and boxed sets. Though bibliophiles worried that the movies would stifle interest in books, best-seller lists indicate that sales spike with every new film.

One thing that is clear is that Harry Potter has impacted young readers and the publishing industry in profound ways. Hillary Crew suggests that the series has been “magic” for many young people who have, over a number of years, whittled their own wands, dressed up in “invisible capes” and acted out their own versions while going on to read a great deal more of everything. Kids are not the only ones who have read and reread these books with passion.

In many ways magic encourages children minds to search events in the world, such as rocks or fish that glows in the dark, walking catfish, flying fish, carnivorous mushrooms, fish that change from female to male, magnets, flying broomsticks, magical wands and even rainbows. The sense of wonder cause by these events and early encouragement in magic may help spark the imagination and creativity of the next generation of scientists, inventors and fiction writers. People from around the world connect to J.K. Rowling’s characters and their magical world. J.K. Rowling’s life experiences gave her the background to create the world of Harry Potter that has become important for people of all ages and circumstances.

Magic in Harry Potter stories has a lot of similarity to science today: it is ever-changing and constantly developing, but must be restricted by the law, because there will always be those who will abuse it, and use it for own gain without caring who they might hurt. While many forms of occult practices such as Oujja Boards, Séances, Charms crystals, Tarot Cards and Horoscopes are common place and socially acceptable now-a-days.

This is an approach we can understand, and offers an identification and therefore

unity with the primary world, in which the magical locations of the series resides and with which it has to blend to stay hidden. These are the exciting, thrilling, adventurous stories which are sweeping us away from the ordinary logic of everyday life. The logic and credibility provided in these books are offering a way to easier stay inside the world we have entered. Joanne Rowling has created not the magic of the world, but the world of magic.

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