

# DISNEY DISCOURSE

Producing The Magic Kingdom

EDITED BY  
**ERIC SMOODIN**



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# Disney Discourse Disney Discourse

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## **Disney Discourse Disney Discourse:**

**Disney Discourse** Eric Loren Smoodin, 1994 Interdisciplinary study of Walt Disney and the empire he founded

Disney Discourse Eric Smoodin, 2013-01-11 Hirohito and his Mickey Mouse watch Goofy and Donald as our Goodwill Ambassadors Disney Discourse is an interdisciplinary examination of the founder and his empire These essays use an interdisciplinary approach to read through Disney's domestic cultural production innocent national icons as well as theme parks cartoons and television to analyze the global impact of American popular culture the politics of Disney and the complex reception Disney productions have received around the world The Disney corporation's ever increasing visibility the opening of Euro Disney and new stores in malls and vast influence over global culture demands critical attention not only in film and television studies but in international diplomacy architecture economics and other related fields DisneyDiscourse consolidates the best of the current work on Disney and provides a representative sample of past analyses of the Disney empire Contributors Julianne Burton Carvajal Lisa Cartwright Brian Goldfarb Richard deCordova Douglas Gomery David Kunzle Jon Lewis Moya Luckett Richard Neupert Susan Ohmer Jos Piedra Mitsuhiro Yoshimoto Alexander Wilson

*Catalogue of the Printed Books in the Library of the Faculty of Advocates* Advocates' Library, 1867 **Discussing**

**Disney** Amy M. Davis, 2019-12 Discussing Disney has grown out of a conference of the same name is a collection of 12 papers on topics which though diverse in scope all relate back to one another through their connection to Disney As the field of Disney Studies continues to grow and evolve those working within and contributing to it come from a range of backgrounds including History Myth Studies Film Studies Gender Studies and Musicology to name just a few and therefore examine the outputs of the Disney company and the company itself in diverse ways Discussing Disney seeks to continue the evolution of Disney Studies as an academic field that has now evolved beyond a discourse that merely to quote Eric Smoodin 1994 sought to complicate the notions and uses of Disney discourse that currently make their way to the general public through the popular media Though this was an important early step in Disney Studies as it found it necessary to justify its legitimacy within the academy in the intervening quarter century Disney Studies has established itself as a field of Animation Studies which simultaneously has established itself as a branch of Film and Television Studies as well as Cultural Studies and is now recognized widely as a valid subject of academic enquiry in its own right Film Studies as a whole and Disney Studies as part of that has also evolved in such a way that it has moved forward from insisting upon an overtly political and therefore inherently biased stance and has taken up a more historically based and or cultural studies based politically neutral approach that seeks to contextualize its subject in terms of the conditions in which the company's various outputs animated shorts and films theme park attractions television shows books music merchandising and the like have been produced as well as understanding the audience for whom these were made initially This is not to say that the field ignores politics far from it but rather that it uses political history and political theory as academic basis rather than as a position from which to debate and

opine By looking at Disney from some of its many angles the history and the persona of its founder a selection of its films from the blockbuster successes to the less than successful its approaches to animation its branding and fandom and the ways that it has been understood and reinterpreted within popular culture it is hoped that *Discussing Disney* offers its readers and the field of Disney Studies a more holistic understanding of a company that is arguably one of the most important forces within culture popular or otherwise within so far the Twentieth and Twenty First Centuries Early Discourses on Colour and Cinema Eirik Frisvold Hanssen,2006 **A-E** John Rylands Library,1899 **Catalogue of the Printed Books in the Library of the Faculty of Advocates: C-Engineering. 1873** Faculty of Advocates (Scotland). Library,1873 The collections of the Advocates Library with the exception of its legal books and manuscripts were given by the Advocates to the National Library of Scotland in 1925 *European Culture and the Media* Ib Bondebjerg,Peter Golding,2004 *European Culture and the Media* presents new research and thinking on cultural globalisation with special focus on and in depth analysis of a number of cases and dimensions in European media culture and its broader social political and economic context The book is written by some of the most prominent European media researchers from both the humanities and social sciences It offers a provocative and new interdisciplinary look at the modern European media culture and at the same time introduces new theories empirical data and analysis of media communication genres and media institutions **Discourses on Various Subjects** Samuel Disney,1788 **American Independent Cinema** Yannis Tzioumakis,2006 From the prestige films of Cagney Productions to recent ultra low budget cult hits such as *Clerks* and *The Blair Witch Project* American independent cinema has produced some of the most distinctive films ever made This comprehensive introduction draws on key films filmmakers and film companies from the early twentieth century to the present to examine the factors that shaped this vital and evolving mode of filmmaking Specifically it explores the complex and dynamic relations between independent and mainstream Hollywood cinema showing how institutional industrial and economic changes in the latter have shaped and informed the former Ordered chronologically the book begins with Independent Filmmaking in the Studio Era examining both top rank and low end film production moves to the 1950s and 1960s discussing both the adoption of independent filmmaking as the main method of production as well as exploitation filmmaking and finishes with contemporary American independent cinema exploring areas such as the New Hollywood the rise of mini major and major independent companies and the institutionalization of independent cinema in the 1990s Each chapter includes case studies which focus on specific films filmmakers and production and distribution companies Disney and the Dialectic of Desire Joseph Zornado,2017-10-18 This book analyzes Walt Disney s impact on entertainment new media and consumer culture in terms of a materialist psychoanalytic approach to fantasy The study opens with a taxonomy of narrative fantasy along with a discussion of fantasy as a key concept within psychoanalytic discourse Zornado reads Disney s full length animated features of the golden era as symbolic responses to cultural and personal catastrophe and presents Disneyland as a monument to

Disney fantasy and one man's singular perverse desire What follows after is a discussion of the second golden age of Disney and the rise of Pixar Animation as neoliberal nostalgia in crisis The study ends with a reading of George Lucas as latter day Disney and Star Wars as Disney fantasy This study should appeal to film and media studies college undergraduates graduates students and scholars interested in Disney     Catalogue of the Printed Books in the Library of the University of Edinburgh Edinburgh University Library,1918     **Once Upon an American Dream** Andrew Lainsbury,2000 Branded a cultural Chernobyl and the tragic kingdom the Euro Disney Resort has been on its own thrill ride since opening in 1992 The much publicized version of the Magic Kingdom gave Europeans alcohol free mocktails surly employees even colors too muted for the Disney image Facing financial disaster was it any wonder that Disney execs found themselves wishing upon a star for answers After so many knee jerk criticisms of Euro Disney this book combines firsthand experience and research to shed new light on claims that the park is nothing more than a form of American cultural imperialism Andrew Lainsbury a former Euro Disney employee who knows what the park meant to its visitors goes beyond media bites and academic scorn to examine Europe's love hate relationship with Euro Disneyland and some of the undiscussed issues surrounding it Once Upon an American Dream is a story of global capitalism on a grand scale Lainsbury has plumbed company archives and interviewed key players to give readers the real view from Le Chateau de la Belle au Bois Dormant Sleeping Beauty's Castle He cracks open the Euro Disney controversy to reveal the park not as a tragic experiment in exporting American culture but the result of European efforts to import a popular form of American entertainment Lainsbury tells how the Walt Disney Company came to build a European park and locate it in France how political negotiations affected its design and development how it was promoted to continental audiences and what caused its widely publicized financial woes before being rescued by a real prince from Saudi Arabia He reveals what it took to win back the hearts of skeptical Europeans such as serving wine selling flashy merchandise and placating disgruntled workers Finally he looks into the magic mirror to speculate on the role of Euro Disney and the Walt Disney Company in the twenty first century Ultimately Lainsbury shows that cultural imperialism is not an exclusively American phenomenon but a global corporate strategy and that global corporatism by needing to be responsive to consumers is so complex that it may not be as monolithic as feared Once Upon an American Dream is a fairy tale for our times reminding us that for all the critical huffing and puffing the creation and marketing of pleasure is what Euro Disneyland is all about     Exchanges Ted Lardner,Todd Lundberg,2001 With general discussions from focused case studies and academic and popular sources Exchanges engages students and teachers in an analysis of consumer culture Through readings that explore the intersection between consumerism and key themes such as group and personal identity education entertainment and place the book documents the social space we inhabit Pre writing exercises group work and writing assignments involving Internet research explore consumer culture and illustrate how human beings are consumers biologically and socially For anyone interested in consumer culture     **Book Auction Records** Frand Karslake,1928 A

priced and annotated annual record of international book auctions     *Choice* ,1995     *Catalogue of the Goldsmiths' Library of Economic Literature: Index* Goldsmiths' Library of Economic Literature,Joan M. Gibbs,1970 The Goldsmiths Library contains the major collection of historical economic literature in the English speaking world It includes periodicals pamphlets manuscripts and autograph letters as well as printed books from the fifteenth century to the present day The Catalogue in four volumes constitutes an essential bibliographical tool and is the key work of reference for early economic literature It includes all works of economic literature in the library covering the period from 1470 to 1850 The entries are arranged chronologically under the year of publication and from 1601 onwards this year by year arrangement is supplemented by 14 subject divisions     *Classics in Film and Fiction* Deborah Cartmell,2000-03-20 Evaluates the term classic discussing a wide range of films and texts including Jane Eyre The Tempest and Alice in Wonderland     **Catalogue of the Library of the Boston Athenæum** Boston Athenaeum,1876     **Contemporary American Cinema** Linda Ruth Williams,Michael Hammond,2006 This is a comprehensive introduction to post classical American film Covering American cinema since 1960 the text looks at both Hollywood and non mainstream cinema

## **Disney Discourse Disney Discourse** Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Disney Discourse Disney Discourse**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect our existence. Throughout this critique, we shall delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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### **Disney Discourse Disney Discourse Introduction**

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