

NON-VERBAL MESSAGES OF DISNEY CARTOONS

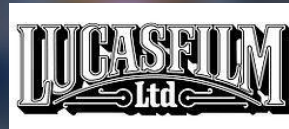
A full-page background image of Cinderella Castle at night, illuminated with warm lights. The sky is a deep blue with streaks of pink and purple light, suggesting a fireworks display. The castle is reflected in the water in the foreground.

WALT DISNEY
PICTURES

The Walt Disney Company Overview



MARVEL



The first cartoon "Snow White and the Seven Dwarfs" appeared in 1937.

was founded in 1923

2 water parks

Walt Disney Company

11 Disney lands

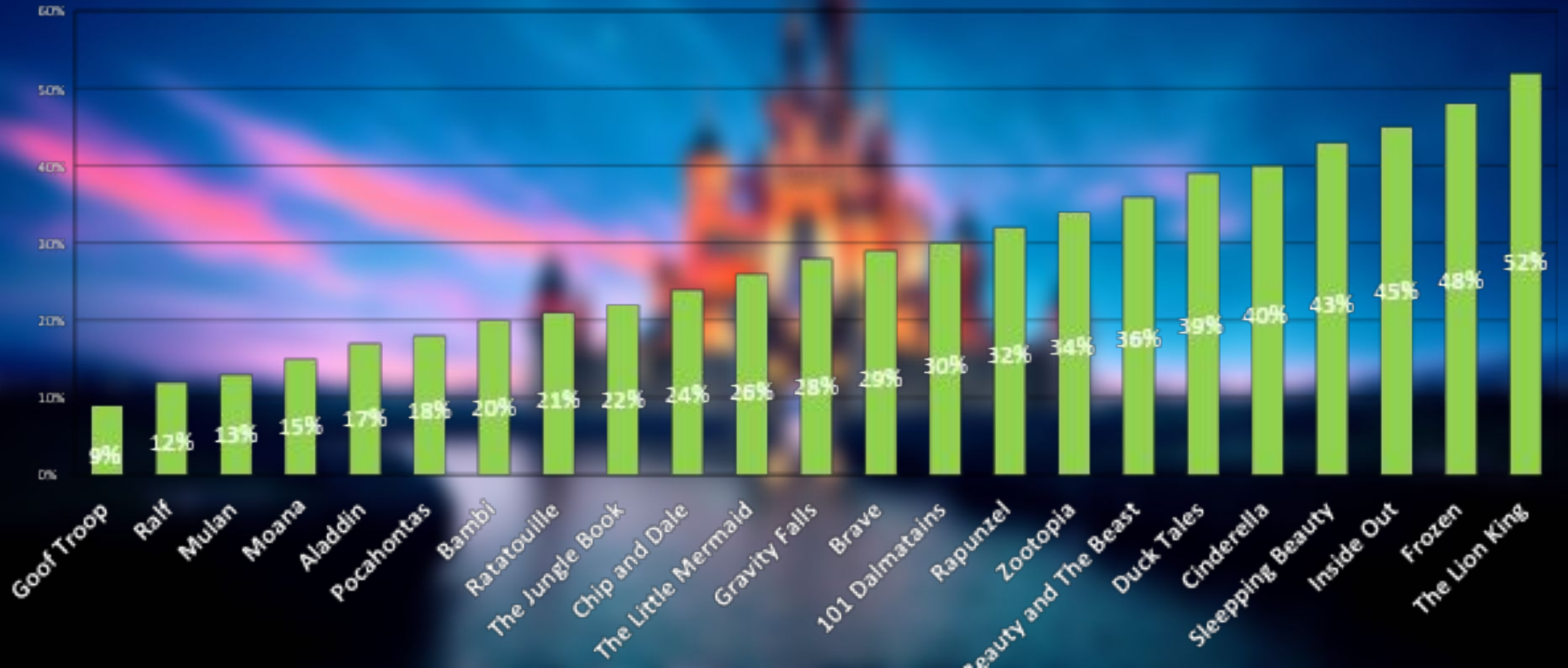
1300 radio and television channels, broadcast in 53 languages

AIM

- to distinguish pedagogical messages of Disney cartoon
- how they encourage traditional values
- what goals they pursue



Negative and positive ideas



Negative and positive ideas

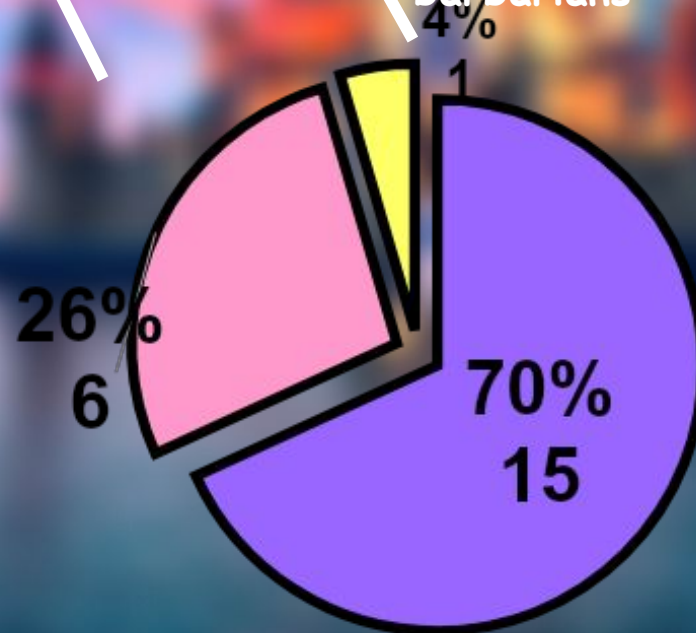
Positive ideas

- Close-knit families
- Clear difference between good and bad
- Supportive and caring parents

Combination of negative and positive

"Chip and Dale"
(useful activity that sets
a positive example to
children +
people are depicted as
blatantly repulsive,
stupid, and bloodthirsty
barbarians -)

Negative ideas



COMPARATIVE ANALYSIS OF DISNEY AND SOVIET ARTOONS

Disney cartoons

"Duck Tales"

"Brave"

"Aladdin"

"Gravity Falls"

"Ralf"

"Moana"

"Pocahontas"

"Ratatouille"

"Rapunzel"

"The Little Mermaid"

"Frozen" "The Little Mermaid"

Soviet cartoons

"Gold Antelope"

"Dragon"

"A Million in a Bag"

"Foka-Jack of all trades"

"Grief is not a trouble"

"Mowgli"

"Mother for a little mammoth"

"Masha is not lazy anymore"

"The Painted Fox"

"The Scarlet Flower"

"The Frog-Princess"

"Leopold the Cat"

Love to money

"Duck Tales"



Greed must be
treated with
tolerance or
even positively

"Gravity Falls"



Love to money

"Gold Antelope"



"A Million in a Bag"



"Dragon"



Greed is insatiable and leads to death

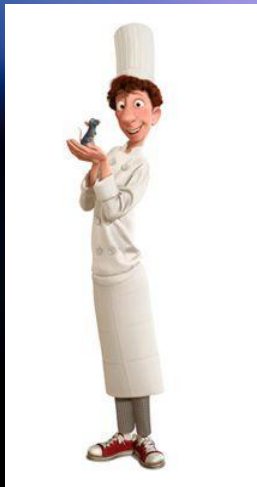
Depreciation of family values

"The Little Mermaid"

"Ratatouille"

"Aladdin"

"Beauty and The Beast" "Goof Troop"



Orphans



Negative portray of family



Depreciation of family values

"Moana"



"Frozen"



"Brave"



"Rapunzel"

Negative portray of family

Promotion of family values

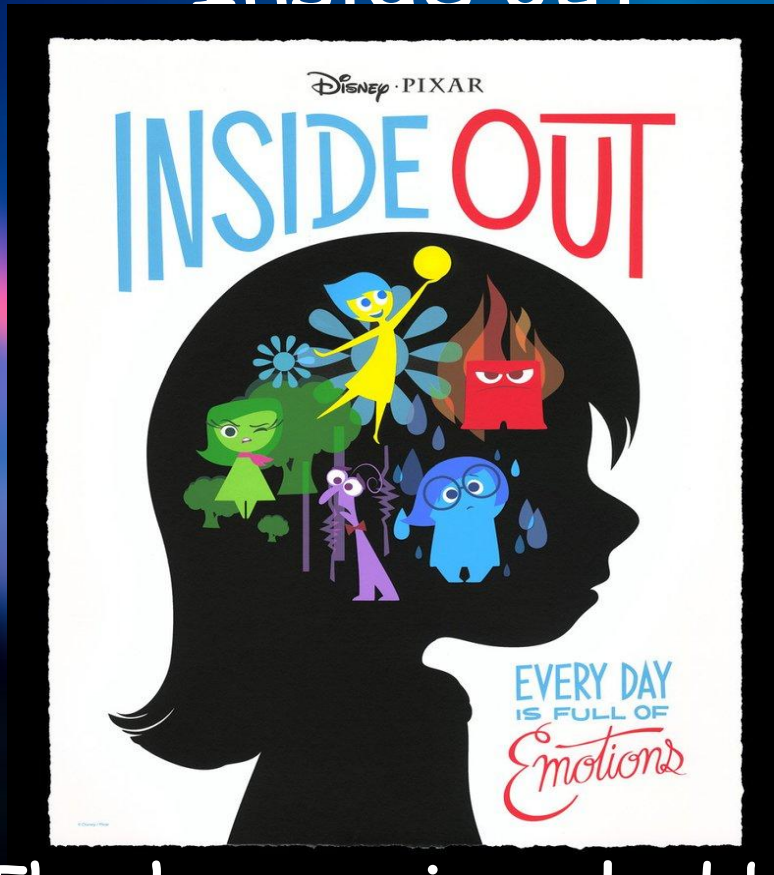
"Grief is not a trouble" "Foka-Joka of all trades" "Mother for a little mammoth"



Positive portray of family

Absence of self-control

"Inside out"



The human is ruled by
primitive animal emotions

"Masha is not lazy anymore"



Absence of self-control
and will power is stupid

VS

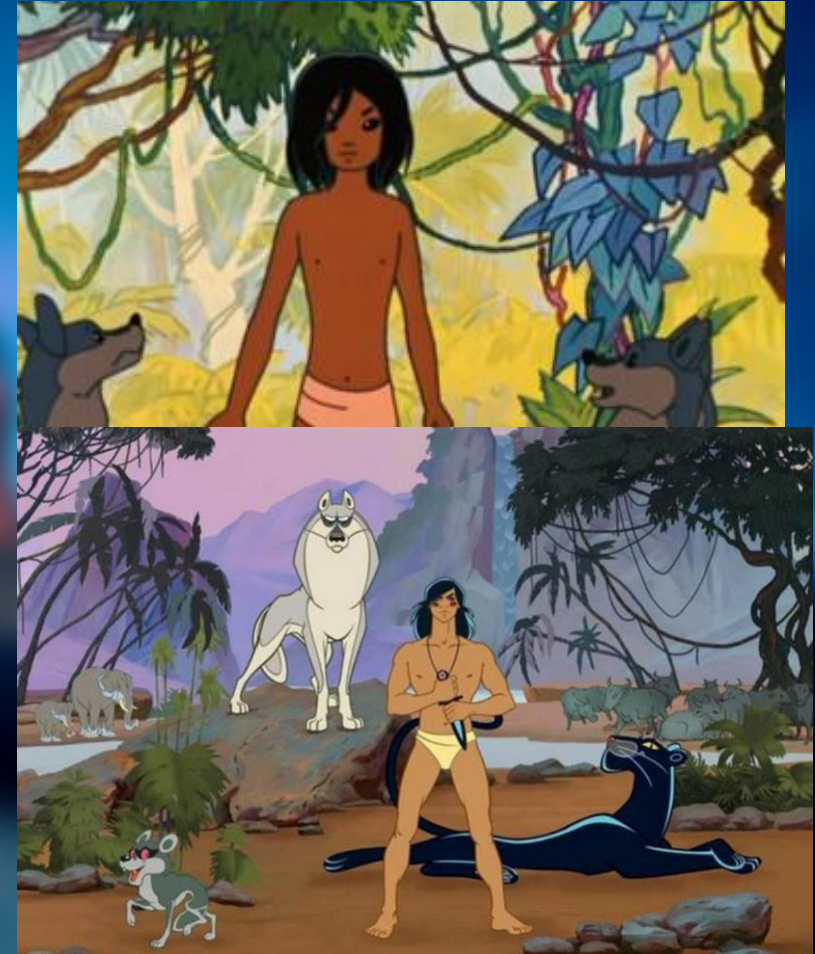
Absence of self-control

"The Jungle Book"



The image of a
slave consumer

"Mowgli"



VS

Acceptability of evil

"Gravity Falls" "Rapunzel" "Zootopia" "Aladdin" "Pocahontas"



gangsters,
murderers



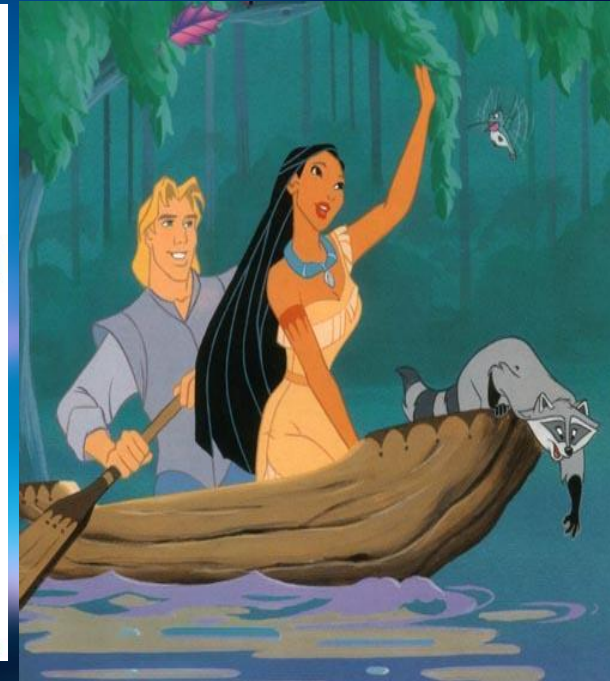
gangsters,
murderers
thieves



predators



thieves



invading
enemy

Danger and harm are not dangerous and harmful at all

Evil is fought

"The Painted Fox"



The danger is dangerous

"Leopold the Cat" "The Frog-Princess"



Teaches a lesson
through kindness



The enemy is
defeated

Female superiority over men



"Rapunzel"
"Beauty and the Beast"
"Pocahontas"
"Ratatouille"



"Moana"
"Ralf"
"Brave"
"Frozen"



Female superiority over men

"Scarlet Flower"



"The Frog-Prince"



Conclusion

It is important to remember that **any information** is considered to be **educational** for a child forming his outlook and behavior. That's why it can **not** be regarded as a kind of **entertainment**.

As the analysis showed, at first look **Disney** products seem to be professional magic - a stunningly beautiful picture, wonderful songs, fascinating stories, etc., thanks to which the company has been winning sympathies around the world for a long time.

However, from the point of view of its **message** and ideas, the stories of Disney are often **anti-pedagogical**. They deliberately foster **misguided** truth and form **destructive** behavioral models.

Practical implementation.

Поиск

Назад

KIND ENGLISH

11 участников

Федор Матюшенко 18:01

One day there was an unusual situation in my family. I wanted more liberty to go out with friends and stay out late at night. So once I came home later than usual, dad started telling me off, and I fell out with my parents and I left home. I didn't know where to go and I simply walked around the city...
A few hours later I returned home but there wasn't anyone there. I went to the bed, but I couldn't fall asleep. In the morning parents returned and when they saw me, mum bursted into tears, dad hugged me and I promised not to behave like this again...
I pass this challenge to SASHA

Александра Майер 19:21

Accepted your challenge..As in every family (this is familiar to each child) every child has some

disagreements with parents. And in this situation everyone will understand me. Once I quarreled with my mother (as always because of my character). And we did not communicate with her for a whole week. It is at the time of the quarrel that you realize how difficult it is without communicating with your most beloved and dear person. It was the hardest week of my life. but like any story, my story has a happy end. We reconciled. But in order to make up, I had to do a lot. Cleaned up the whole apartment, didn't stay up late at night, made breakfast .
There haven been no quarrels for the past two years

Напишите сообщение...

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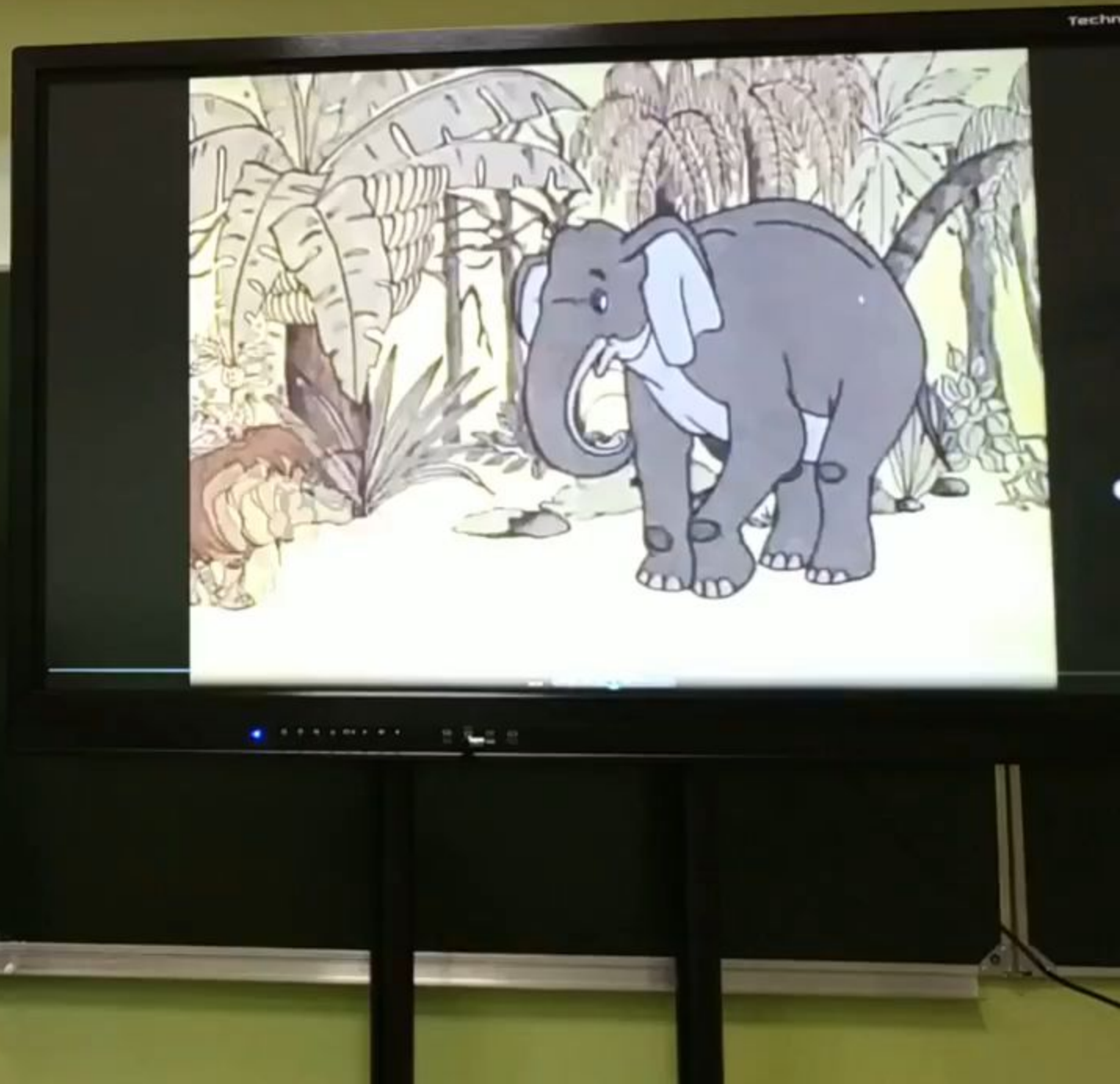
Лолита Горжий 18:32

I tend to this variant too..

ok, thanks, let it be

So, what about me? I'm going to tell you about Gru's family. There're three films about him and his family.
In the first film Gru becomes the father of three girls - Edith, Margo and Agnes. He adopts them. First time he just uses them for stealing a special device, but then girls and Gru get together and become a real family.
In the second film Gru meets a new work partner - Lucy, he falls in love with Lucy, an she later becomes Gru's wife and mother of three daughters.
It's a quite a big and loving family. Lucy and Gru are sympathetic, they take care of their daughters and girls pay them the same coin. I think, girls don't feel desirable at home. In comparison with other families, this family is unusual. Are there many families in the world where the father is an ex-villain and the mother is a special agent, huh?
In spite of all the difficulties that the characters are getting through all the time, they continue to support each other, and they are still an awesome family where everyone feels comfortable and cosy.
(ред.)

Напишите сообщение...





Choose the right cartoons!