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Initial Proposal

For decades, the Disney franchise has been an icon for creativity and innovation throughout the world. Walter Elias Disney was the man responsible for creating the Disney franchise. Walt Disney studios released their first film, Snow White and the Seven Dwarfs in 1937. As of 2014, they have released a total of fifty four feature films. Over the years Disney has expanded their empire with Pixar Animation Studios and six resorts around the world located in California, Florida, Paris, Tokyo, Hong Kong, and Shanghai. People of all ages and genders can relate to Disney because of their spectrum of cultures throughout the world as portrayed in the movies. The characters in the Disney franchise range from animals to humans and even the supernatural. Disney's motive for creating this empire was to be the world's largest producers of entertainment. Disney continues to be one of the leading influences in many people's lives.

This paper will analyze how Disney sends a negative message to children in today's society. Since its beginnings, Disney has been a center of controversy for its sexist and racist themes. I plan to shed light on this topic by analyzing a variety of sources including academic journals, videos, and newspaper articles. I will be presenting information about Disney and how they conceal their negative messages through their films and catchy tunes. Many films portray stereotypes about women's roles in society such as housewives, maids, and common characteristics like changing your image in order to be accepted by
somebody. Other films illustrate stereotypical and racist characteristics and attitudes of minorities such as Fantasia, Dumbo, Peter Pan, The Princess and The Frog, Mulan and others. These portrayals of sexism and racism send negative subliminal messages to children all over the world. Some children in today’s society grow up believing these stereotypical and sexist beliefs. Although, on the surface these films look light and playful, they send messages that should not be interpreted as correct in today’s society.