

Research Paper On Walt Disney

Pink castles, talking sofas, and objects coming to life: what may sound like the fantasies of Hollywood dream-maker Walt Disney were in fact the figments of the colorful salons of Rococo Paris. Exploring the novel use of French motifs in Disney films and theme parks, this publication features forty works of eighteenth-century European design—from tapestries and furniture to Boulle clocks and Sèvres porcelain—alongside 150 Disney film stills, drawings, and other works on paper. The text connects these art forms through a shared dedication to craftsmanship and highlights references to European art in Disney films, including nods to Gothic Revival architecture in Cinderella (1950),bejeweled, medieval manuscripts in Sleeping Beauty (1959), and Rococo-inspired furnishings and objects brought to life in Beauty and the Beast (1991). Bridging fact and fantasy, this book draws remarkable new parallels between Disney’s magical creations and their artistic inspirations.

The untold story of ten critical, formative years in the great producer’s life. During the final months of his life, Walt Disney was consumed with the world-wide problems of cities. His development concept at the time of his death on December 15th, 1966 would be his team’s conceptual response to the ills of the inner cities and the sprawl of the megalopolis: the Experimental Prototype Community of Tomorrow or, as it became known, EPCOT. This beautifully written, instantly engrossing volume focuses on the original concept of EPCOT, which was conceived by Disney as an experimental community of about 20,000 people on the Disney World property in central Florida. With its radial plan, 50-acre town center enclosed by a dome, themed international shopping area, greenbelt, high-density apartments, satellite communities, monorail and underground roads, the original EPCOT plan is reminiscent of post-war Stockholm and the British New Towns, as well as today’s transit-oriented development theory. Unfortunately, Disney himself did not live long enough to witness the realization of his model city. However, EPCOT’s evolution into projects such as the EPCOT Center and the town of Celebration displays a remarkable commitment by the Disney organization to the original EPCOT philosophy, one which continues to have relevance in the fields of planning and development.

The Hidden History of Classic American Animation

Everyday Use

Walt in Wonderland

Crafting Qualitative Research: Working in the Postpositivist Traditions

Great Writing 5: From Great Essays to Research

Walt Before Mickey

1962, January-June

A propulsive and "entertaining" (The Wall Street Journal) history chronicling the conception and creation of the iconic Disneyland theme park, as told like never before by popular historian Richard Snow. One day in the early 1950s, Walt Disney stood looking over 240 acres of farmland in Anaheim, California, and imagined building a park where people "could live among Mickey Mouse and Snow White in a world still powered by steam and fire for a day or a week or (if the visitor is slightly mad) forever." Despite his wealth and fame, exactly no one wanted Disney to build such a park. Not his brother Roy, who ran the company's finances; not the bankers; and not his wife, Lillian. Amusement parks at that time, such as Coney Island, were a generally despised business, sagging and sordid remnants of bygone days. Disney was told that he would only be heading toward financial ruin. But Walt persevered, initially financing the park against his own life insurance policy and later with sponsorship from ABC and the sale of thousands and thousands of Davy Crockett coonskin caps. Disney assembled a talented team of engineers, architects, artists, animators, landscapers, and even a retired admiral to transform his ideas into a soaring yet soothing wonderland of a park. The catch was that they had only a year and a day in which to build it. On July 17, 1955, Disneyland opened its gates...and the first day was a disaster. Disney was nearly suicidal with grief that he had failed on a grand scale. But the curious masses kept coming, and the rest is entertainment history. Eight hundred million visitors have flocked to the park since then. In Disney's Land, "Snow brings a historian's eye and a child's delight, not to mention superb writing, to the telling of this fascinating narrative" (Ken Burns) that "will entertain Disneyphiles and readers of popular American history" (Publishers Weekly).

Walt Disney is an American hero--the creator of Mickey Mouse, and a man who changed the face of American culture. After years of research, with the full cooperation of the Disney family and access to private papers and letters, Bob Thomas produced the definitive biography of the man behind the legend--the unschooled cartoonist from Kansas City who went bankrupt on his first movie venture but became the genius who produced unmatched works of animation. Complete with a rare collection of photographs, Bob Thomas' biography is a fascinating and inspirational work that captures the spirit of Walt Disney.

*Disney's World*Scarborough House

Cartoons in Hard Times provides a comprehensive analysis of the short subject animation released by the Walt Disney and Warner Brothers from 1932 and 1945, one of the most turbulent periods in Unites States history. Through a combination of content analysis, historical understanding and archival research, this book sheds new light on a hitherto unexplored area of animation, suggesting the ways in which Disney and Warner Brothers engaged with historical, social, economic and political changes in this era. The book also traces the development of animation into a medium fit for propaganda in 1941 and the changes in characters, tone, music and narrative that took place to facilitate this transition. Animation transformed in this era from a medium of entertainment, to a socio-political commentator before finally undertaking government sponsored propaganda during the Second World War.

Cartoons in Hard Times

A Corpus-Driven and Discourse Analysis

Tamara

Immersive Cinema and Art, 1905-2016

Lalo Alcaraz

Walt Disney and the Invention of the Amusement Park That Changed the World

Practical Advice For Students and Parents

In Hollywood Cartoons, Michael Barrier takes us on a glorious guided tour of American animation in the 1930s, '40s, and '50s, to meet the legendary artists and entrepreneurs who created Bugs Bunny, Betty Boop, Mickey Mouse, Wile E. Coyote, Donald Duck, Tom and Jerry, and many other cartoon favorites. Beginning with black-and-white silent cartoons, Barrier offers an insightful account, taking us inside early New York studios and such Hollywood giants as Disney, Warner Bros., and MGM. Barrier excels at illuminating the creative side of animation--revealing how stories are put together, how animators develop a character, how technical innovations enhance the "realism" of cartoons. Here too are colorful portraits of the giants of the field, from Walt and Roy Disney and their animators, to Bill Hanna and Joe Barbera. Based on hundreds of interviews with veteran animators, Hollywood Cartoons gives us the definitive inside look at this colorful era and at the creative process behind these marvelous cartoons.

"I dream, I test my dreams against my beliefs, I dare to take risks, and I execute my vision to make those dreams come true." -Walt Disney. Walt Disney's dreams, beliefs, and daring gave birth to captivating characters, thrilling theme park attractions, and breathtaking tales that have inspired the imaginations of generations of children and adults. Disney also launched an entertainment and marketing empire whose influence is felt around the world, and whose success provides a model of business excellence that can guide any company. Each principle is then examined in detail by illustrating the principle at work at Disney as well as at other successful companies. Capodagli and Jackson have spent their careers studying Disney and teaching this unique management method to others. As consultants to companies ranging from Illinois Power to Bristol-Myers Squibb and Whirlpool, they have used the Disney principles again and again, and have seen them yield startling performance improvements. They have distilled this wisdom in THE DISNEY WAY. In this book, you'll learn how to: Give every member of your organization the chance to dream, and tap into the creativity those dreams embody; Treat your customers like guests; Build long-term relationships with key suppliers and partners; Dare to take calculated risks in order to bring innovative ideas to fruition; Align long-term vision with short-term execution. And more. No fairy dust. No magic wands. No wishing on a star. Just sound, effective management principles that stem from Walt Disney's values, vision, and philosophy. Lists of questions to ask and actions to take, along with real-life examples, will help you adapt the Disney Way to suit your company's needs. From the hiring and training of employees to the realization of a creative concept to exceptional customer service, every aspect of the Walt Disney Company is linked to Walt Disney's vision.

Writing centers in universities and colleges aim to help student writers develop practices that will make them better writers in the long term and that will improve their draft papers in the short term. The tutors who work in writing centers accomplish such goals through one-to-one talk about writing. This book analyzes the aboutness of writing center talk--what tutors and student writers talk about when they come together to talk about writing. By combining corpus-driven analysis to provide a quantitative, microlevel view of the subject matter and sociocultural discourse analysis to provide a qualitative macrolevel view of tutor-student writer interactions, it further establishes how these two research methods operate together to produce a robust and rigorous analysis of spoken discourse.

Available for the first time in over thirty years, John Krizanc's internationally acclaimed play redefined the limits of theatre with its haunting tale of art, sex, violence, and political intrigue in Fascist Italy. In the late twenties the poet, war hero, and Ioharic Gabriele d'Annunzio waits in his opulent villa – a gift from Benito Mussolini in return for his political silence – for the arrival of the artist Tempecka, who is to paint his portrait. What follows is a tale of art, sex, violence and the meaning of complicity in an authoritarian state. The action is directed by the reader/audience member, who decides which characters to follow and which narratives to experience. John Krizanc's masterpiece redefined theatre and won six L.A. Drama Critics Circle Awards, six Dora Mavor Moore Awards, six Drama-Logue Awards, and six Mexican Association of Theatre Critics, and Journalists Awards for its original productions. Now available in a handsome new A List edition, Tamara is an astonishing piece of experimental art and a penetrating look into ethical choices in times of encroaching autocracy.

Perspectives on Contemporary Chinese-language Film Remakes

The Silent Films of Walt Disney

A Guide to Writing College Admissions Essays

The Story of Euro Disneyland

International Perspectives

A Life of Walt Disney

Chronicling the Man, the Mouse, and the Parks

In 15 volumes of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

A fascinating survey of pioneering work in experimental cinema and art from 1905 to the present day, revealing the high stakes and transformative potential of these forms This generously illustrated publication surveys the work of filmmakers and artists who have pushed the material and conceptual boundaries of cinema. Over the past century, the material, optical, abstract, spatial, and tactile properties of film have been tested at a level of experimentation and utopian ambition that is generally unrecognized. Whether creating synesthetic or 3-D environments, projective or non-projective installations, generations of leading-edge artists have explored how technology transforms experience. The essays published here offer an intensive look at the themes of cinematic space, formats of the screen, animation and CGI, the body and the cyborg, and the materiality of film. Contributors place particular emphasis on the idea of the cinema as a sensorium and on the ways in which it defines the human body, both through representation and in relation to the projected image. An immersive plate section brings together rarely seen and previously unpublished stills, in addition to concept drawings from historic and contemporary films.

A detailed portrait of the twentieth century's most important and influential creative minds describes Walt Disney's odyssey from midwestern farm boy, to pioneering animator, to large-scale entrepreneur, reflecting on his sometimes conflicting roles as creative visionary and dynamic businessman.

Using children's and young adult literature is a great way to enhance a variety of college classes in fields as varied as biology, computer game development, political science and history. This collection of new essays by educators from a number of disciplines describes how to use such works as Where the Wild Things Are, The Tale of Peter Rabbit, Swamp Thing, Percy Jackson, and Harry Potter to introduce complex concepts and spark interest in difficult subjects. The contributors describe innovative teaching strategies using dystopian fiction, graphic narratives, fairy tales and mythology. Often overlooked or dismissed by teachers, children's literature can support student learning by raising levels of academic rigor, creativity and critical thinking.

Hollywood Cartoons

American Animation in Its Golden Age

Once Upon an American Dream

Using Sources in the Disciplines

Walt Disney and the Quest for Community

The Benefits of International Market Research. Introducing Disneyland to New Markets.

Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of the Americas Puebla, language: English, abstract: The following paper is an analysis about Walt Disney. It is an investigation about the business model of the Walt Disney company and its objective is to turn out the characteristics in terms of values and strategies, which made the company to that what it is today- one of the most successful companies and well-known brands in the world. In the first part of the paper we want to examine why Disney has been successful for so long and explain thereby what its core competences and competitive advantages are. In the second section we will have a look on what Michael Eisner did to rejuvenate Disney and what he did to increase the income in his first for years. Finally, in the last part we will evaluate Disney's policy of acquisitions, define the value they are adding to their different divisions and conclude with the explanation about how that translates into financial performance.

This book, offered here in its first open-access edition, addresses a wide range of writing activities and genres, from summarizing and responding to sources to writing the research paper and writing about literature. This edition of the book has been adapted from the fifth edition, published in 1995 by Houghton Mifflin. Copyrighted materials—primarily examples within the text—have been removed from this edition.

During the Roaring Twenties—from 1921 through 1928—Walt Disney and his friends made more than ninety silent cartoons, turning them out as often as one or two per month. Years before Mickey Mouse, the young entrepreneur recruited and nurtured an extraordinary array of talented people. Drawing on interviews with Disney's coworkers, Disney's business papers, promotional materials, scripts, drawings, and correspondence, the richly illustrated Walt in Wonderland reconstructs Disney's silent film career and places his early films in critical perspective.

Linking Margaret Mead to the Mickey Mouse Club and behaviorism to Bambi, Nicholas Sammond traces a path back to the early-twentieth-century sources of “the normal American child.” He locates the origins of this hypothetical child in the interplay between developmental science and popular media. In the process, he shows that the relationship between the media and the child has long been much more symbiotic than arguments that the child is irrevocably shaped by the media it consumes would lead one to believe. Focusing on the products of the Walt Disney company, Sammond demonstrates that without a vision of a normal American child and the belief that movies and television either helped or hindered its development, Disney might never have found its market niche as the paragon of family entertainment. At the same time, without media producers such as Disney, representations of the ideal child would not have circulated as freely in American popular culture. In vivid detail, Sammond describes how the latest thinking about human development was translated into the practice of child-rearing and how magazines and parenting manuals characterized the child as the crucible of an ideal American culture. He chronicles how Walt Disney Productions' greatest creation—the image of Walt Disney himself—was made to embody evolving ideas of what was best for the child and for society. Bringing popular child-rearing manuals, periodicals, advertisements, and mainstream sociological texts together with the films, tv programs, ancillary products, and public relations materials of Walt Disney Productions, Babes in Tomorrowland reveals a child that was as much the necessary precursor of popular media as the victim of its excesses.

Animation Anecdotes

Business Research Methods

The Informed Writer

Diversity in Disney Films

European Influences on the Animated Feature Films of Walt Disney

The Psychosocial Implications of Disney Movies

Fairy-Tale Films Beyond Disney

Amid the controversy surrounding immigration and border control, the work of California cartoonist Lalo Alcaraz (b. 1964) has delivered a resolute Latino viewpoint. Of Mexican descent, Alcaraz fights for Latino rights through his creativity, drawing political commentary as well as underlining how Latinos confront discrimination on a daily basis. Through an analysis of Alcaraz's early editorial cartooning and his strips for La Cucaracha, the first nationally syndicated, political Latino daily comic strip, author Hector D. Fernandez L'Hoeste shows the many ways Alcaraz's art attests to the community's struggles. Alcaraz has proven controversial with his satirical, sharp commentary on immigration and other Latino issues. What makes Alcaraz's work so potent? Fernandez L'Hoeste marks the artist's insistence on never letting go of what he views as injustice against Latinos, the fastest growing ethnic group in the United States. Indeed, his comics predict a key moment in the future of the United States—that time when a racial plurality will steer the country, rather than a white majority and its monocultural norms. Fernandez L'Hoeste's study provides an accessible, comprehensive view into the work of a cartoonist who deserves greater recognition, not just because Alcaraz represents the injustice and inequity prevalent in our society, but because as both a US citizen and a member of the Latino community, his ability to stand in, between, and outside two cultures affords him the clarity and experience necessary to be a powerful voice.

"In recognition of the significance of Walt Disney's contributions to film and 20th century art, the organizers of the exhibit sought to present the sources that inspired Disney and his artists, and to present monder and contemporary works that reveal the ongoing influence of the Disney iconography."--Page 2 of cover.

Attention, all Disney Fans! Do you enjoy reading about the Disney theme parks? Perhaps you're enamored with the man who was Walt Disney? Maybe you're just plain crazy for Mickey Mouse and the Disney big-screen features? No need to order your serving of Disney history and knowledge a la carte anymore.Welcome to The Disney Story, a decade-by-decade look back on the man, the mouse, and the theme parks. From Mickey Mouse's debut at the Colony Theatre in November 1928 to the opening of Shanghai Disneyland in 2016—and everything in between—finally, the world's greatest storyteller has his story told!In addition to reliving Disney's most memorable moments, there are numerous interesting and lesser-known stories that will expand your Disney knowledge and give you a fresh perspective on your favorite Disney topic. The Disney Story is more than just a timeline of Disney events and a collection of interesting stories. It's a vehicle and guidebook that can be used to travel back in time and read about your favorite Disney subjects via an interactive bibliography on the book's companion website.Disney's ninety-year journey is all here in one volume, complete with informative stories and tidbits about the theme parks, movies, and Walt himself. Revel in the remarkable innovations and legendary Disney magic that make the company the premiere name in entertainment today.

An adaptation of "Social Research Methods" by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented.

Race and Sex in Disney Entertainment

Catalog of Copyright Entries, Third Series

Disney's Early Years, 1919-1928

Resoures in Education

The Animated Man

The Triumph of the American Imagination

Walt Disney and Europe

Documents the stunning accomplishments of Disney's imaginative genius. It is not a flattering portrait. Library Journal

Presents the text of Alice Walker's story "Everyday Use", contains background essays that provide insight into the story, and features a selection of critical response. Includes a chronology and an interview with the author.

"This book is a handy, readable manual, which deals with the practical problems students face when writing their college admission essays"-

Your Cartoons Will Never Be the Same. The history of animation in America is full of colorful characters - and that includes the animators themselves! Jim Korkis shares hundreds of funny, odd, endearing stories about the major animation studios, including Disney, Warner Brothers, MGM, Hanna-Barbera, and many more.

The Manufacture of Fantasy

The Animated Shorts of Disney and Warner Brothers in Depression and War 1932-1945

Disney's Land

Inspiring Walt Disney: The Animation of French Decorative Arts

Walt Disney

Working in the Postpositivist Traditions

Dreamlands

Courses in management research have traditionally focused on quantitative techniques, and no available text adequately covers the many different perspectives within the qualitative model or shows which qualitative techniques work best in different settings. "Crafting Qualitative Research" fills this need. In clear and readable prose, this comprehensive text offers a detailed guide to the rich diversity of qualitative research traditions, with examples and applications specifically designed for the field of management. Each of the book's four main sections includes a descriptive "tree" diagram that lays out the historical origins of that section's traditions. Each chapter is devoted to a specific methodology and includes historical origins and development; techniques and applications; current controversies and emerging issues; and a summary box highlighting that method's utility. With its detailed and easy-to-understand coverage, this will be the text of choice for any instructor who wants to include the qualitative approach in a research methods course, as well as a useful resource for anyone doing research in the post-positivist traditions.

Essay from the year 2019 in the subject Economics - Macro-economics, general, grade: 2,3, , language: English, abstract: This paper will look into the benefits of international market research for a global company like The Walt Disney Company when expanding to foreign markets on the example of the financial disaster of Disneyland Paris. After an introduction to international market research and the Walt Disney Company, secondary market data of Disneyland California and Paris will be compared. From the data a conclusion will be drawn, if a global company like the Walt Disney Company can operate with only one market concept or if international market research and a small adaptation of the concept to the foreign market has any significant benefits in terms of market success. Nowadays, the Walt Disney Company is known all over the world. It has set up different businesses in over 40 countries, including six Disneyland resorts. When Walter Elias Disney created the plan for the first Disneyland , the Disneyland Resort in California, he had a vision of a constantly growing and changing amusement park full of imagination. After Walter Elias' death and the financial success of the first Disneyland in California, the Walt Disney Company tried to continue to fulfill his vision. They created new Disneyland's in Florida, Tokyo, France, Hongkong and Shanghai. All of the amusement parks generated huge profits for the Walt Disney Company except Disneyland Paris, which makes losses of nearly €2 billion. As the Disneyland concept worked in California, Florida and Tokyo, the Walt Disney Company did not consider it as necessary to do profound market research before opening Disneyland Paris.

The new edition of the Great Writing series provides clear explanations, extensive models of academic writing and practice to help learners write great sentences, paragraphs, and essays. With expanded vocabulary instruction, sentence-level practice, and National Geographic content to spark ideas, students have the tools they need to become confident writers. Updated in this Edition: Clearly organized units offer the practice students need to become effective independent writers. Each unit includes: Part 1: Elements of Great Writing teaches the fundamentals of organized writing, accurate grammar, and precise mechanics. Part 2: Building Better Vocabulary provides practice with carefully-selected, level-appropriate academic words. Part 3: Building Better Sentences helps writers develop longer and more complex sentences. Part 4: Writing activities allow students to apply what they have learned by guiding them through writing, editing, and revising. Part 5: New Test Prep section gives a test-taking tip and timed task to prepare for high-stakes standardized tests, including IELTS and TOEFL. The new guided online writing activity takes students through the entire writing process with clear models for reference each step of the way. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A portrait of the private life and public career of Walt Disney ranges from his deprived youth, to his contributions to the art of animation, to his visionary creation of the first synergistic entertainment empire, to his reclusive and lonely private world.

Disney's World

Walt Disney and the Making of the American Child, 1930–1960

Multiculturalism and the Mouse

Dredging Research

The Disney Story

Essays on Instructional Methods

The Disney Way

"This essay collection gathers recent scholarship on representations of diversity in Disney and Disney/Pixar films, exploring not only race and gender, but also newer areas of study. Covering a wide array of films this compendium highlights the social impact of the entertainment giant and reveals its cultural significance in shaping our global citizenry"--Provided by publisher.

In Remaking Gender and the Family, Sarah Woodland examines the complexities of Chinese-language cinematic remakes, exploring how source texts are reshaped for new audiences, and focusing on how changes in representations of gender connect with perceived socio-cultural, political and cinematic values within China.

Since the 1930s, the Walt Disney Company has produced characters, images, and stories that have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children, as well as adults? In this updated second edition, with new examples provided throughout, Janet Wasko examines the processes by which the Disney company – one of the largest media and entertainment corporations in the world – continues to manufacture the fantasies that enthrall millions. She analyses the historical expansion of the Disney empire into the twenty-first century, examines the content of Disney's classic and more recent films, cartoons and TV programs and discusses how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception (and sometimes, reinterpretation) of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides an updated and comprehensive overview of one of the most significant media and cultural institutions of our time. This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies, as well as a broader readership of Disney fans.

The fairy tale has become one of the dominant cultural forms and genres internationally, thanks in large part to its many manifestations on screen. Yet the history and relevance of the fairy-tale film have largely been neglected. In this follow-up to Jack Zipes's award-winning book The Enchanted Screen (2011), Fairy-Tale Films Beyond Disney offers the first book-length multinational, multidisciplinary exploration of fairy-tale cinema. Bringing together twenty-three of the world's top fairy-tale scholars to analyze the enormous scope of these films, Zipes and colleagues Pauline Greenhill and Kendra Magnus-Johnson present perspectives on film from every part of the globe, from Hayao Miyazaki's Spirited Away, to Jan Svankmajer's Alice, to the transnational adaptations of 1001 Nights and Hans Christian Andersen. Contributors explore filmic traditions in each area not only from their different cultural backgrounds, but from a range of academic fields, including criminal justice studies, education, film studies, folkloristics, gender studies, and literary studies. Fairy-Tale Films Beyond Disney offers readers an opportunity to explore the intersections, disparities, historical and national contexts of its subjects, and to further appreciate what has become an undeniably global phenomenon.

Remaking Gender and the Family

Children's and YA Books in the College Classroom

Understanding Disney

Critical Essays on Race, Ethnicity, Gender, Sexuality and Disability

The Aboutness of Writing Center Talk

Walt Disney, the Sources of Inspiration for the Disney Studios

Once Upon a Time

Branded a "cultural Chernobyl" and the "ragie 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.

Includes Part 1, Number 1: Books and Pamphlets, Including Serials and Contributions to Periodicals (January - June)

In his latest iconoclastic work, Douglas Brode—the only academic author/scholar who dares to defend Disney entertainment—argues that "Uncle Walt's" output of films, television shows, theme parks, and spin-off items promoted diversity decades before such a concept gained popular currency in the 1990s. Fully understood, It's a Small World—one of the most popular attractions at the Disney theme parks—encapsulates Disney's prophetic vision of an appealingly varied world, each race respecting the uniqueness of all the others while simultaneously celebrating a common human core. In this pioneering volume, Brode makes a compelling case that Disney's consistently positive presentation of "difference"—whether it be race, gender, sexual orientation, ideology, or spirituality—provided the key paradigm for an eventual emergence of multiculturalism in our society. Using examples from dozens of films and TV programs, Brode demonstrates that Disney entertainment has consistently portrayed Native Americans, African Americans, women, gays, individual acceptance of one's sexual orientation, and alternatives to Judeo-Christian religious values in a highly positive light. Assuming a contrarian stance, Brode refutes the overwhelming body of "serious" criticism that dismisses Disney entertainment as racist and sexist. Instead, he reveals through close textual analysis how Disney introduced audiences to such politically correct principles as mainstream feminism. In so doing, Brode challenges the popular perception of Disney fare as a bland diet of programming that people around the world either uncritically deem acceptable for their children or ungrily revile as reactionary pabulum for the masses. Providing a long overdue and thoroughly detailed alternative, Brode makes a highly convincing argument that with an unwavering commitment to racial diversity and sexual difference, coupled with a vast global popularity, Disney entertainment enabled those successive generations of impressionable youth who experienced it to create today's aura of multiculturalism and our politically correct value system.

Political Cartooning in the Latino Community

The Entertainment King. A Case Study of Walt Disney Co.

Babes in Tomorrowland

Walt Disney: An American Original