

Radical Educations

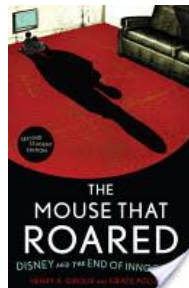
Popular Culture & Disney

Task

Select a Disney film of your choice and outline what you appear to be the cultural values promoted in there.

Henry Giroux and popular culture

- 'The Mouse that Roared: Disney and the End of Innocence' (2010)
- 'Media culture defines childhood, national identity, history, beauty, truth and individual agency.' (Giroux, 2010 p.2)
- Disney's role in youth culture must be seen in terms of education, politics and institutional power
- Expanding role of corporate culture in shaping public education



Disney's Cultural Pedagogy

- *'I think of a child's mind as a blank book. During the first few years of his life, Much will be written on the pages. The quality of that writing will affect his world profoundly.'* Walt Disney
- Recognition by Disney that education is not confined to schools but embedded in popular culture – can reconstruct identities
- Walt challenged notion that popular culture was about entertainment, could fuse it with education, mechanisms for producing knowledge and values | popular culture is a powerful tool
- Popular culture and public education are crucial spheres need to be mobilized to harness and affect the identities of young people
- Michael Eisner – former CEO of Disney – popular culture functions as a force for mobilizing people's ideas and opinions

'Animation as a form of historical memory has entered real space. After all, any space or film that uses manipulated, interactive imagery, must be called, by definition, a form of animation; and we are increasingly being submerged in life as a video game, even while our political crises deepen, and our class differences widens...we act out stories inside cartoons now.'

Norman M. Klein.

The culture of Disney

- Social and cultural messages
- Critiques of Disney 1990s
- Disney as a *'global cultural institution that fiercely struggles to protect its mythical status as a purveyor of innocence and virtue.'* (Giroux 1999, p.93)
- Shaping of the cultural experiences of young people through the message of Disney
- A vehicle for education and civic responsibility
- Promotion of typical models for families, schools and communities
- <http://thewaltdisneycompany.com/citizenship>

Culture and values

- Influence of Disney on the way the cultural landscape of America is imagined
- A scripted view of childhood and society
- How does Disney narrate children's culture? How does it contribute to a specific cultural sphere
- <http://tv.disney.co.uk/>
- <http://www.nytimes.com/2009/04/14/arts/television/14boys.html?r=2&>
- *'Disney constructs childhood so as to make it entirely compatible with consumerism.'* (Smooden in Giroux 1999)
