

(Get free) Mouse Morality: The Rhetoric of Disney Animated Film

Mouse Morality: The Rhetoric of Disney Animated Film

Annalee R. Ward

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#15919839 in Books 2002-12-01Original language:EnglishPDF # 1 9.00 x .50 x 6.00l, #File Name: 0292791526200 pages | File size: 67.Mb

Annalee R. Ward : Mouse Morality: The Rhetoric of Disney Animated Film before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mouse Morality: The Rhetoric of Disney Animated Film:

18 of 31 people found the following review helpful. Another Academic StudyBy bob68This is a relatively short academic work, with 135 pages of text, 16 pages of notes, a 20-page bibliography, and index. The author is Chair Associate Professor of Communication Arts at Trinity Christian College in Palos Heights, IL. She draws her conclusions from five Disney contemporary animated features: The Lion King, Pocahontas, The Hunchback of Notre Dame, Hercules, and Mulan, with a chapter on each. These are bookended by two additional chapters: Disney, Film and Morality: A Beginning and A Disney Worldview: Mixed Moral Messages.I found this a mostly ponderous read and didn't think it broke any new ground. There just wasn't much for me to get excited about.2 of 2 people found the following review helpful. Good introductionBy Snow TurquoiseIt won't blow you away if you're well versed in Disney critique, but I found it to be illuminating and I found the section on Pocahontas quite useful in discussion of that movie. It serves as a good introductory guide to examining the messages and problems within Disney's cannon.

Winner, Clifford G. Christians Ethics Research Award, sponsored by the Carl Couch Center for Social and Internet Research, 2004Kids around the world love Disney animated films, and many of their parents trust the Disney corporation to provide wholesome, moral entertainment for their children. Yet frequent protests and even boycotts of Disney products and practices reveal a widespread unease with the sometimes mixed and inconsistent moral values

espoused in Disney films as the company attempts to appeal to the largest possible audience. In this book, Annalee R. Ward uses a variety of analytical tools based in rhetorical criticism to examine the moral messages taught in five recent Disney animated films: *The Lion King*, *Pocahontas*, *The Hunchback of Notre Dame*, *Hercules*, and *Mulan*. Taking the films on their own terms, she uncovers the many mixed messages they purvey: for example, females can be leaders but male leadership ought to be the norm; stereotyping is wrong but black means evil; historical truth is valued but only tell what one can sell, etc. Adding these messages together, Ward raises important questions about the moral ambiguity of Disney's overall worldview and demonstrates the need for parents to be discerning in letting their children learn moral values and life lessons from Disney films.

"Through the worldview perspective, this book comes to grips with the incongruous moralities in Disney. It enables both parents and educators to gain a critical understanding of Disney content without being judgmental or promotional for the wrong reasons.... *Mouse Morality* is a pleasure to read and discuss in itself, but shows the pathway to media criticism of the first order." - from the Foreword
About the Author
ANNALEE R. WARD is Chair and Associate Professor of Communication Arts at Trinity Christian College in Palos Heights, Illinois.