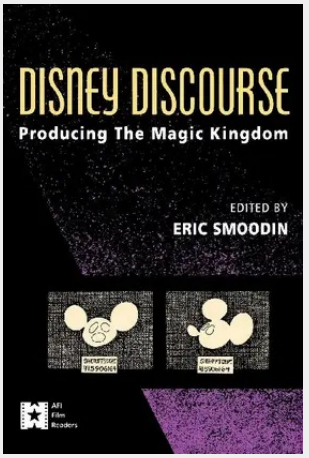
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Disney Discourse

Producing the Magic Kingdom



Hirohito and his Mickey Mouse watch, Goofy and Donald as our "Goodwill Ambassadors:" Disney Discourse is an interdisciplinary examination of the founder and his empire. These essays use an interdisciplinary approach to read through Disney's domestic cultural production "innocent" national icons, as well as theme parks, cartoons and television to analyze the global impact of American popular culture, the politics of Disney, and the complex reception Disney productions have received around the world. The Disney corporation's ever-increasing visibility the opening of Euro Disney and new stores in malls and vast influence over global culture demands critical attention not only in film and television studies, but in international diplomacy, architecture, economics and other related fields. Disney Discourse consolidates the best of the current work on Disney and provides a representative sample of past analyses of the Disney empire. Contributors: Julianne Burton-Carvajal, Lisa Cartwright, Brian Goldfarb, Richard deCordova, Douglas Gomery, David Kunzle, Jon Lewis, Moya Luckett, Richard Neupert, Susan Ohmer, José Piedra, Mitsuhiro Yoshimoto, Alexander Wilson.

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