Abstract

The image of innocence and the defence of moral values that Disney company sellsmake any attempt of a critical analysis of products such as Disney cartoon movies quitedifficult. However, Disney culture fills up our lives aiming not only at entertaining butalso educating us in some clearly conservative values. In this paper, stereotypes and values transmitted by these media products are reviewed and a specific proposal of analysis to work on at schools is presented.

Keywords

Disney, corporations, animated movies, stereotypes, values, sexism, racism, class discrimination