

Mickey mouse and co. essay

[Art & Culture](#), [American Dream](#)



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" Under the Sign of Mickey Mouse & Co." by Todd Gitlin

Todd Gitlin claims that American culture has been normalizing traditional cultures into a type of global fun culture; this is just like Disney, which uses myths from all over the world. It is in great demand around the globe because it is simple, popular, entertaining, and incorporates and includes individuals and groups from all cultures. Gitlin extends his case by discussing why Hollywood is currently so prosperous across the world, and speaks of the autonomy, demand and supply element of American entertainment businesses. Gitlin's intention seems to be to highlight the good element of the American dream and culture. He claims that this culture is the one of all people all over the world who adds to it. He is trying to point out that American media is, like Disney, democratic; it is fashioned by the people, for the people.

The author founds a formal rapport with readers from all over the world, who are concerned about the influence of American culture and the American Dream, and also to those who are interested in how the world and the people in it are changing. Gitlin addresses the idea of identity, such as when he says of American culture: " speaks American, wears jeans, drinks Coke, eats at the golden arches" While such images are stereotypically American, it is arguable that identity is a subjective matter. For example, an individual can consider their identity to be one thing, where as an onlooker could name it as something quite different.

It seems clear that both America and the rest of the world are being influenced and changed by one another. America finds ideas from around the globe and uses them; this could be seen as globalisation. In turn, this makes

America's entertainment industry more appealing internationally; this could be seen as Americanisation on the part of the rest of the world.