

Disney and us imperialism

Literature



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[Institute's Disney and US Imperialism Introduction According to Merriam-Webster dictionary, "Imperialism is the policy, practice, or advocacy of extending the power and dominion of a nation especially by direct territorial acquisitions or by gaining indirect control over the political or economic life of other areas" (Merriam-Webster Dictionary, 2012). As evident from the definition, imperialism is a tool for any country to expand, strengthen, and maintain its power over another country.

Disney a Leading Force in US Imperialism

Imperialism in the recent years has taken a softer approach by using media and general consumable merchandize as its tool rather than militant tools. Today, countries use its big brands, multi-national corporations, and products to exhibit its dominance. This is why critics consider Walt Disney Co as such a tool of imperialism.

Walt Disney Co is alleged as a powerful force in US imperialism because of its enormous power to influence. No one in today's world having access to modern resources is unaware of Disney. "Disney owns movie production and distribution companies, book publishers, record companies, worldwide broadcast and cable television stations, radio stations, newspaper publishers, theme parks and resorts, cruise lines, travel agencies and tour companies, retail stores, clubs and restaurants, and numerous other independent and joint national and international media, merchandising, and retail ventures" (Meyer, 2008). However, the corporate systematic of the company is not that simple because these different companies fall under different names and so masks the identity of the sole corporate source conveying majority of the information to the world. "Touchstone Pictures, <https://assignbuster.com/disney-and-us-imperialism/>

Miramax Films, Pixar Animation Studios, Hollywood Records, Hyperion Books, ABC Television and Radio, ESPN, The Baby Einstein Company - are all Disney companies that do not bear the Disney name" (Meyer, 2008). Such a huge corporate umbrella depicts the influencing power of Disney that can constantly subject the public with Disney way of thinking given the view that public holds choice between various media outlets (Meyer, 2008).

Walt Disney Co. has branched out itself in various countries in form of airing Disney Channel, screening movies, distribution of cartoon and movie DVDs and comics, establishment of theme parks, but the roots of the company had always been in America. Disney products are the representative of America, its culture and its lifestyle. Especially the fact that historically Walt Disney and Disney Co. have participated in US efforts to Americanize the other nations of the world is prove enough of the company having American roots (Franz & Smulyan, 2011. pp 419).

Although Disney is not forcing and imposing its products upon rest of the world however, its business practices have made those products ubiquitous. This ubiquity and the attraction Disney products holds for the children makes it unavoidable for individual to remain un-reactive towards Disney products. Through this dominance in children and family entertainment and with the power of communicating its influence in different ways due to its enormous corporate umbrella, Disney promotes consumer culture and specific taste and values (Franz & Smulyan, 2011. pp 420).

On basis of above-mentioned reasons and the aggressive marketing strategy of Disney, I believe Disney to be a soft yet very powerful force of US Imperialism on other nations through the mood of culture and media. Various examples to support this personal opinion are instances like Prince kissing
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the Snow White to wake her up, various fairy tales ending on a kiss, this culture of physical display of affection is looked down upon in various conservative nations of the world and is seen as American tactics to corrupt the mind of young children especially girls. Another example would be of Donald Duck nephews disobeying and arguing with Donald to protect their rights is definitely very American way of lifestyle where every individual enjoys his or her individuality and owns certain sets of right. However, this is not the case in many other nations Disney markets its products in.

Conclusion

Disney produce and market “ cultural commodities” that are the vehicles of transmitting values, ideologies and lifestyles of the producers culture to the consumer culture. This is the major reason for Disney to be considered as a force of US Imperialism (Rauschenberger, 2003).

References

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