Human and ideology

Ideology is a " set of beliefs" based on the environment. In the movie, Wall-E, there is an idea given to the audience of the future polluted world where robots have to stay on Earth and clean up the mess. Whereas, on the other hand, the people get to live in space in a better environment. This shows a very selfish ideology from the people towards the robot, Wall-E and others who stayed on earth since the people left Wall-E alone (the people left their responsibility to Wall-E) in a messy world that they produced. This an ideology that can be shown in the movie, Wall-E.

The people in the movie shows no individuality since they all wear the same clothing which make them seem like a robot more than a human. When the movie plays near the end, they're starting to become like an individual human being as they gradually discover romance. This shows that individuality is the key of living. This is another ideology that can be presented in Wall-E. Another animed film with a simple ideology would be Cars (what the other class is doing). This ideology in this film about the environment tells us that it is a car racing genre... lso the whole place only contains roads for the cars, and no humans are shown in this film. This film is mainly about cars racing against each other, trying to encourage people to believe that racing is very very fun. This film can have a huge impact on younger audiences, they might really believe that driving cars are fun, and might become a racer in the future. This could be a reason why children want to be racers in the future. [Next bit by Anjali] The statement ' The ideologies encoded within animated films are extremely simple' applies to some animations, and not to others.

For example, in WALL-E the issue of the environment is raised through the destroyed/ruined city in the film. This puts forward the message that if humans continue to carry what they are doing right now in regards to littering/pollution, the planet will be destroyed. However, although WALL-E puts forward the message [through the palette] that the planet will be destroyed due to human activities, it is biased as it on shows the audience one side of the scientific arguments behind the issue.

Disney films are usually encoded with very simple, conservative and straightforward ideologies, one example being that family and marriage are usually put forward as being good. This could mean that Disney is trying to enforce these simple ideologies onto its audience, and therefore maintain its reputation as a very child friendly institution. Disney tries to enforce another ideology upon its audience through the use of intertextuality [WALL-E's favourite film is Hello Dolly!]. Whenever Hello Dolly! ppears in the film, the palette becomes brighter and connotes happiness. Hello Dolly! represents the past, and the dancing and romance in the film reinforces that happiness which makes it seem as if the human race has lost all forms of happiness. The ideology enforces here from Disney is that the past was good, and that the important things in life [such as romance and friendship] are old fashioned. Any representation of the past is good, and representation of the present is not as good.

This is also shown through the use of Binary Oppositions between space and earth - the earth is represented as being old and messy, whereas space is new, modern and better as it is more advanced. Yet, life on Earth seems to be better and more interesting than life in space [shown when the captain in

WALL-E wants to find out more about earth]. It also seems to imply that life on Earth is much better than life in space. This ideology is shown through the fact that as the humans get close to going back to Earth, they start turning back to normal - they start interacting each other and become more rebellious against the robots.

The characters John and Mary wear red to show that they are different from the other humans. Disney is teaching that too much technology is bad, home is better and that is is natural for humans to be on Earth. This is also shown when the captain says 'I don't want to survive, I want to live! '. Video Clip: http://www. youtube. com/watch? v=-lkbqgsrRXg http://www. youtube. com/watch? v= woEN_tUVlNI http://www. youtube. com/watch? v= RCpTQLwNTuU= related