

Genre

1. Genre refers to a method for analysing film, television, literature
2. There are different ways of categorising genres
3. One way is to look at the setting or environment, where the story and action occur
4. The theme or topic can be used to look at the concepts or issues that the film focuses on e.g. women's genre
5. There is also the target audience.

Genres exist?

1. Many films are a mixture of different genres which combine different elements
2. And highlights that genre itself is rather vague
3. And whether we impose these classifications onto films
4. And whether they actually exist or not

Forming genres

1. Genres can emerge from the relationships between different texts
2. And audiences, industry, critics may link these texts together
3. Therefore genres are fluid and active processes
4. But they also have something that links them to a particular genre – something coherent

Genre and gender

1. There is a strong tradition of connecting genre analysis and gender differences
2. As well as connecting genre analysis to other aspects of identities including, race, age, sexuality, class and nationality

Disney

1. It is a multinational mass media and entertainment conglomerate.
2. It is the world's second largest broadcasting and cable company #
3. Founded in 1923, by Walt Disney and Roy O Disney – as the Disney Brothers Cartoon studio

Live action

4. In 1940s, Disney began experimenting with live action films such as The Reluctant Dragon (1941)
5. And Treasure Island 1950
6. In 1983 Walt Disney Pictures was formed to diversify the film subjects and expand audiences which led to Touchstone films being started in 1984,

Disney

1. In 1986, it expanded existing operations to include theatre, radio, music, publishing and online media.
2. They have 14 theme parks around the world

Animation

7. Disney bought Pixar in 2006 which had 20 years of producing animation films.

Fairy Tale genre

1. Fairy tales are about a maiden overcoming domination by a more powerful older woman to gain freedom and happiness
2. This was often a witch or wicked stepmother
3. Who is motivated by greed, jealousy or fear of being dethroned?

Contemporary films

1. The format is present in contemporary films – not just Disney
2. Where you have a wealthy woman whose status enables her to make rules and control others
3. This is the wicked stepmother model and the innocent, persecuted heroine

Patriarchal binary

1. In many films you had the patriarchal binary where the feminine side is always negative, powerless
2. And the male is the opposite, superior, strong, authority figures
3. And the females are timid, weak, powerless and victimised.
4. The other binary that exists is the one of the two women (heroine figure/witch figure)

Feminist engagement

1. Feminist engagement with fairy tales emerged in the 1970s
2. And generally wider audiences recognise the feminist objections to the stereotypes in such films
3. In order to be relevant to contemporary society, the fairy tale format has had to adapt

Princesses in Disney films

1. The portrayal and representation of princesses in Disney films have, in some films, become more complicated
2. Disney has come under pressure to include some moderate changes to the females in their fairy tales.
3. There are obvious differences between the early films and later films but
4. Often there is still an evil force who wants to kill the girl

Evil women

1. The women portrayed as evil in these films, re strong, confident and hunger for power

2. Often they are jealous of the beautiful princess
3. Which suggests that women should act like the princesses who are often calm, weak and demure.

Heroes

1. In many of these fairy tales, the young man receives the girl as his reward
2. Even though they may have minor roles they often take over and govern the future of the girls
3. In some he is just there for the closure to bring about the salvation of the female and marriage
4. Although in *Tangled* he is a thief, flirt and obsessed with becoming rich

Companions

1. There are however, male companions such as Sebastian who looks after Ariel in *The Little Mermaid*

Shrek (although Dreamworks)

1. I think Shrek is the only film where the body image is not one associated with beauty and being young
2. Where Fiona turns into an ogre

Brave

1. There is no marriage at the end of the film
2. And the main character is seen as independent
3. Although there was criticism for her doll being portrayed in the usual way, in terms of body image.

Frozen

1. Frozen does focus on sisterly love
2. Neither Elsa or Anna conform to the passive, weak, inactive stereotypes of previous princesses
3. Although there are still some stereotypes that remain
4. As Elsa has powers, she is maybe allowed to behave differently
5. And the other thing to notice is that Elsa needs to tame her powers, to control them
6. The other thing that Frozen does is that it reinforces the stereotypical body image

Men in these films

1. It seems that where the females become independent in these films, the males tend to be portrayed as weak and villainous
2. It is almost as if Disney finds it difficult to move away from relational portrayals in terms of gender.

New Man in Disney

1. In films like *Cars*, *Toy Story* and *The Incredibles* – they have all been written about in terms of promoting models of masculinity
2. These films, it has been suggested, highlight the flaws in the alpha male

3. And accept a more traditional feminine aspect of themselves

Narratives

1. These characters often change over the course of the film
2. So Buzz from Toy Story sees him changing and progressing from the alpha male to the new man model
3. Achieving a kinder, gentler masculinity
1. Although all the films, mentioned to date, all insist on proving heterosexuality
2. Even in Wall E – which is interesting in its representation of masculinity.
3. Where Wall E is caring and highlights New man qualities.

The Lion King

Order in the Lion King

1. The visual metaphors of **good and evil** are easily understood in the film
2. A **regal king** and his heir
3. An **evil uncle** who coverts the kingdom
4. The king and his son **Simba are brightly drawn, muscular, smoothly** curved
5. The **villainous uncle Scar** is dark, angular, thin and disfigured
6. The **hyenas are angular** and **Black and Latin American** in the voices of Whoopi Goldberg and Cheech Marin

Looks

1. The socially irresponsible **meerkat** is more **cartoonishly drawn** and less natural
2. Scar, the villain, lurks in the shape and movement, an manipulates other characters – British accent with a lisp
3. The **hyenas have secondary** roles with fewer lines, delivered **comically** with slapstick interactions that are understood as relationships of power
4. Dialogue and voice are important

Superheroes

1. Since 9/11 there has been a rise in superhero films – some from Disney, but also Warner Bros.

What is a superhero

1. They have powers and abilities **beyond ordinary mortals**
2. And they pursue justice, defend the defenceless and overcome evil with good

Defining superhero

1. The word hero comes from Greek, meaning **man of super-human qualities**, favoured by the gods

2. The second definition is **illustrious warrior**
3. And the next is man admired for achievements and noble qualities

Morals

1. The concept of hero therefore has a **moral part of** their character
2. They have **weaknesses as well as strengths**, but their moral character guide them into worthy achievements
3. They are instructional
4. We aspire to make a difference, to have an impact and to be **acknowledged** for that impact

Fear in the superhero stories

1. The superhero **films portray harm** in many different forms.
2. They display the power of character and courage **over adversity** and deal with our **fears and adversity**
3. The superheroes have to **resort to force and violence** to contain or defeat those forces
4. But they usually **control that violence**
5. They don't become evil themselves

Gender in relation to superheroes

1. However, both male and female superheroes, tend to conform to **traditional stereotypes** at some level.
2. Often superheroes are muscular, **bold, strong, aggressive**.
3. But the female **ones cannot look physically** threatening

The Incredibles

1. The film is about Mr Incredible
2. The **powers are traditional**
 1. The men have **action powers – strength, speed**
 2. Elastigirl – powers are to do with her body.
 3. Violet has powers of static **force fields and invisibility (the body)**

Looks

1. They also tend to have stereotypical body types
2. Do they challenge stereotypes at all?