

Disneyfication

Debbie Kwok



Most of you haven't heard about the term "Disneyfication" right? Disneyfication describes the transformation of something, usually society at large, to resemble the Walt Disney Company's theme parks.

When you are told to draw a princess, most of you will probably draw a blonde beauty with big and sparkly eyes, smiling radiantly and wearing a lacy, flowing gown, glittered with sequin, with a matching diamond tiara. You won't think of a Song Dynasty princess, wearing clumsy dresses and buttoned tops, crying because forced to have foot bindings. It seems that the standard of princess is always like pretty girls of Disney, right? Well this is just an example of Disneyfication.

As one of the most visited theme parks in the world, it has a lot of movies that are so popular, such as Frozen. Since 2013, you can always hear people singing Let It Go everywhere. You can also see little girls wearing dresses of Elsa's and Anna's and even the costume of Olaf. Also, you can see their pictures on a lot of products, such as electric lanterns, stationery, toys, mobile phone cases, etc. Even some jewelry shops use Frozen for inspiration such as Pandora. It has seriously affected the world. Even now, three years after the movie was first released, Frozen is still so everywhere to be seen.

I am sure that when most kids are asked what they want to be, they will say princesses or super heroes. Indeed, this is another example of Disneyfication. When we grow, we know that we are not pretty princesses that live in castles or

superman that has supernatural powers to save the world. Almost all of the Disney movies have a happy ending too. But in reality, our lives are full of challenges and obviously not everything ends happily.

Actually, most of the stories about Disney princesses are not written by Disney. Cinderella is one of the Grimm's Fairy Tales; Ariel was originally from Hans Christian Andersen's "The Little Mermaid"; Sleeping Beauty was actually Little Briar Rose by Charles Perrault. But now children only know them as Disney characters instead of famous folk tales. Also, the above stories are beautified by Disney and have been changed from tragedies to stories that end with protagonists living together happily ever after. Children will only know the edited version instead of the original one. Yet, is that healthy to our children? Can those fairy tales prepare our kids to face the real world in which not every single wish can be granted?

Sometimes, the entertainment giant is not as positive as we thought. Disney may always be the icon of happiness, but Disneyfication, which can brainwash our children, is the problem we have to face and something we should change.

