



The same old story? The portrayal of gender and ethnicity/race in Disney movies and the possible (re-) production of stereotypes over the course of the past 75 years

Eva-Maria Krapfenbauer

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Bachelor Thesis from the year 2013 in the subject Women Studies / Gender Studies, grade: 1,0, Vienna University of Economics and Business (Gender- und Diversitätsmanagement), language: English, abstract: The following Bachelor's thesis deals with the (re-)production of gender-related and ethnic stereotypes in animated movies part of the Disney Princess franchise. The introduction to the topic is followed by an overview of the theory, which includes the concepts of diversity, gender, and ethnicity as well as an introduction into stereotypes. The literature review will on the one hand present the Disney corporation and on the other hand give insight into the topics of television in general and children's television in particular. It also outlines the hitherto findings pertaining to the scientific field of "Disney, gender and ethnicity". The next chapters contain an introduction to the Critical Discourse Analysis and the methodology, which is followed by the empirical part consisting of the analysis and discussion of the movies. The thesis is completed by the conclusion, which brings together the findings as well as putting them in relation to the rest of the thesis.

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