

BUILDING CHARACTERS WITH CULTURAL VALUES: TEXTUAL ANALYSIS OF
PROTAGONISTS VERSUS ANTAGONISTS IN DISNEY ANIMATED FILMS



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ABSTRACT

This research mainly focused on examine the ways in which protagonists and antagonists are portrayed in Disney's "Princess Series" animated films. The researcher selected five animation films from Disney's "Princess Series" animated films, including *Snow white and the seven dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*. Based on two main theories, gender role and stereotype, the research used textual analysis as the research method and analysis the content in these five Disney animation films. Gender role and stereotype all have influence on the characters in animation films. Moreover, with the change of gender role and stereotype of the society, the characters are becoming different in the animation films.

There are mainly five parts in this research First of all, the researcher introduced the background of the research in introduction part. Then, in the literature review, the researcher review the related theories which could help to have a deeper understanding of the research. Third, the research method was introduced. The last two parts in this research are findings and discussion. In the finding part, the results of the textual analysis of the content in the five Disney animation films. Last but not least, the finding of the research was discussed in the discussion part.

Keywords: Disney animated films, Cultural values, Stereotype, Film character characterization, Gender role

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Now, the thesis has been completed and my graduate career is drawing to a close. During my schooling, I had the privilege to know all the elders in the Bangkok University, thanks to Professor Su, Professor Oui, AJ Jack for their teaching and encouragement. Also, my thanks would go to my beloved family and friends for their loving considerations and great confidence in me all through these days.

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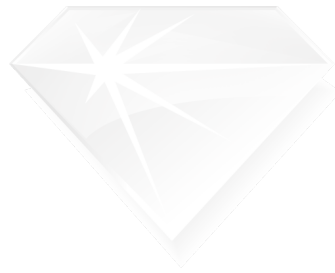
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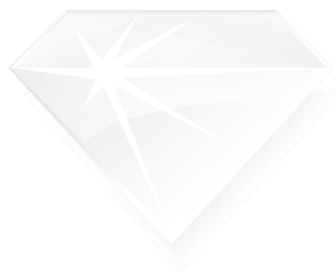
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

The definition of culture is complex. The word “culture” covers a wide range of aspects of human life in different social backgrounds. John Storey (2010) provides the definition of culture: culture and civilization are a combination of knowledge, beliefs, arts, morals, laws, customs, and any other abilities and habits acquired by individuals as members of society (Storey, 2010).

Cultural values are a social product. Cultural values cannot be understood as mere properties that satisfy the cultural needs of individuals. People are not only the demanders of cultural values, they are also the bearers of them (Bai & Zhu, 2021). Cultural values are always at the service of people, but at the same time, they are created by people. Both the cultural needs of human beings and the cultural goods that satisfy them can only be formed in the social practices of human beings. The ability of people to create cultural needs and cultural goods is itself a cultural value, and it is the most important cultural value of all.

Any social form has its own unique cultural needs, which can only be satisfied through people's cultural creative activities (Wang, 2013). One of the manifestation of cultural value can be interpreted as ‘actual value’, which gives a sense of beauty, teaches the mind, knowledge of the world, etc., and ‘potential value’, which is focused on transmission. Cultural values are reflected in all aspects of human society (Wang, 2013).

With the rapid development of modern media and the deepening of cultural exchanges between countries, people have conducted a variety of studies on different lifestyles and behaviors in different cultural contexts. Watching films is becoming one of the popular entertainments for people to spend their time and experience different sensations in their leisure time. As a unique art form, cinema is known as the 'seventh art' and a cultural product (Wang, 2002). Compared to ordinary commodities, cinema is special in that its content is necessarily emotional, moral, cultural, and spiritual, and all of these factors involve specific cultural values (Liu, 2006).

In 1928, Disney's animated film *Steamboat Willie* premiered in New York, introducing audiences to the famous animated character Mickey Mouse for the first time, and it was the world's first all dialogue animated film, which was revolutionary and groundbreaking in the history of animation. Since then, Disney has created more than a dozen outstanding feature-length animated films, and has been at the forefront of the world's animated film industry for more than 90 years, creating countless myths and impressive characters.

Unlike the animation films from Pixar Animation Studio, the characters in Disney's animated films do not show too many facets of human nature and the twists and turns of the story. Instead, there is a great deal of idealism and romanticism, characterization with full personality and a clear distinction between good and evil, and a storyline that pursues justice and perfection, showing people's pursuit and fantasy of "sincerity, goodness, and beauty" (Tao & Guo, 2016). With both commercial and artistic values, Disney animated films undoubtedly provide a good blueprint for academic research on animated films. To study the characterization of

villains and villains in films, Disney animated Maleficent has a good representation and is ahead of its time.

In terms of variety, Disney animated films have a huge and diverse range of characters, with countless protagonists, including princes and princesses, such as Cinderella, Frozen, and they fighting against the forces of evil, such as Mulan, who overturns the traditional Chinese image of women and joins the army in place of her father, and Simba, who avenges her father's death and saves the kingdom. There are also the traditional villains who are "black to the core", who express cruelty and evil to the fullest, such as Scar in The Lion King, and others who turn to the dark side halfway through the film, such as Snow White and the Seven Dwarfs, in which a pig's heart is presented to the Queen instead of Snow.

Animated characters are the main body of the artistic image of animated films, and they are also the objects that reflect social life and express unique opinions (Cavalier, 2012). Nowadays, animated films are receiving more and more attention, and more animated works are coming into theaters and into the public eye. The audience for animated films is no longer just the younger audience, who are not just expressing some superficial truths as purely amusing children, but they are increasingly focusing on the output of values, and the way of expression tends to become more adult (Jia, 2010).

With the development of 3D technology and the continuous improvement of people's aesthetics, people have higher expectations and pursuits for films. Therefore, it is necessary to analyze the different cultural values conveyed by the protagonists and the antagonist's characters in animated films. This study will take Disney animated films as the basis for an in-depth investigation into the portrayal of the

villain and the villainous characters, and analyze the cultural values conveyed by different film characters.

1.2 Objectives of Study

According to the development of Disney animation films, this research is going to examine the ways in which protagonists and antagonists are portrayed in Disney's "Princess Series" animated films, and analyze the cultural values conveyed by the different types of characters. There are three main objectives which this research is going to examine.

- 1) To examine the gender role of characterization in the Disney Princess series;
- 2) To explore the stereotypes of the characters in Disney's Princess series;
- 3) To compare the portrayal of characters in Disney's "Princess Series" animated films from different eras.

1.3 Scope of Study

Culture can be expressed in a variety of ways, and the art of cinema is one of the most resonant forms of expression for the senses (Liu, 2006). Countries with different cultural characteristics can use cinema as a window to spread and exchange their cultures and values. Animation, as a genre of film, was originally a form of artistic expression mainly for children. However, with the development of the film industry as a whole, the audience for animated films is no longer limited to children, but many adults are also attracted by the richness of the characters and the imaginative images in animated films and are able to understand the philosophy of

life and cultural values from the unfolding of the story (Cavalier, 2012). From 1937 to 2021, Disney released a total of 13 animated princess films, creating a "Disney Princess" assemblage that gathered global traffic. This study will focus on the "Princess Series", selecting five animated films from the series - Snow white and the seven dwarfs, Beauty and the Beast, Mulan, Wreck-It Ralph, and Frozen - to analyze the portrayal and representation of the villains and heroes in these films. It will also explore the cultural values behind the characters from the perspectives of individual heroism, the new age concept of good and evil, the personal growth and self-awakening of the protagonists, and feminism. These five "Princess Series" animation films include different culture background and different characteristic in different era, For example, Mulan has Chinese culture background and the story happened in ancient China and the story of Wreck-It Ralph happened in modern ages.

1.4 Research Questions

Based on the research scope and research objectives introduced before, the main research questions would be:

- 1) Which cultural values were presented in Disney animated films to build protagonist characters?
- 2) What is the gender role of protagonist characters presented in the Disney Princess series?
- 3) What are the stereotypes of protagonist characters presented in Disney's Princess series?
- 4) Which cultural values were presented in Disney animated films to build antagonist characters?

- 5) What is the gender role of antagonist characters presented in the Disney Princess series?
- 6) What are the stereotypes of antagonist characters presented in Disney's Princess series?
- 7) What is the portrayal of characters in Disney's "Princess Series" animated films from different eras?

These questions can reflect the gender role and the stereotypes of the characterization in the Disney animation films.

1.5 Significance of the Study

1.5.1 Realistic Significance

Disney's animated films have always been admired by fans around the world for their exquisite narratives, positive values, and well-developed characters, and have occupied a leading position in the history of animated films, both in terms of their connotations and the strength of their technological support, guiding the direction of the world's animation development step by step. Characterisation is the soul and foundation of an animated film, and over the years Disney's iconic animated films Snow white and the seven dwarfs, The Little Mermaid, Mulan, Finding Nemo, The Incredibles, Wreck-It Ralph", which portrayed a variety of decent characters full of personality and personal heroism, conveying good virtues such as sincerity, kindness, beauty and courage, gradually became the iconic elements of Disney's animated films, gaining recognition and love from audiences worldwide.

The villainous characters in Disney's animated films play a very important role in the films. Like the positive characters, the antagonists are also indispensable, and as

the animated film industry continues to progress, the villainous characters are receiving more and more attention, and the villainous characters are also taking on more and more output of values, more and more characters have both good and bad sides, and the diverse presentation of characters' personalities is more conducive to The diversity of characterization is making it easier to create characters that will impress audiences. It is not only "Cinderella" (Cinderella), "Simba" (The Lion King) and "Judy" (Zootopia) who grow up with children. "(Zootopia), but also "Hook" (Peter Pan) and "The Queen" (Snow White and the Seven Dwarfs). (Beauty and the Beast), "Ralph" (Wreck-It Ralph), " Whether or not the child audience liked the antagonist at the time, it still left a lasting impression on the child and enhanced the audience's enjoyment of the film, and it also gave the audience a sense of satisfaction when the villain was finally punished to bring the film to a successful conclusion. Nowadays, Chinese animated films are booming, but the portrayal of villains is still relatively homogeneous and not given much attention.

1.5.2 Theoretical Significance

Disney's animated films have high artistic value, and the film characters are well portrayed and set up, with diverse cultural values behind each image, and there is much to learn from animated films. Studying the characterization of villains and villains in Disney animated films and the cultural values behind the characters will help people to have a new understanding of the characterization of villains and villains in the new era, help to disseminate diversified cultural values, and also help to fill the gap in related papers at home and abroad, create more impressive animated images and further improve the quality of films.

1.6 Definition of Terms

In order to make it easier to do the research, it is important to set the definition of terms which would be used in the research.

1.6.1 Cultural value

Cultural value is a relationship that contains two prescriptive aspects: on the one hand there is an object that can satisfy a cultural need (Bai & Zhu, 2021). On the other hand, there is a certain subject with cultural needs, and when a certain subject finds an object that can satisfy its own cultural needs and appropriates it in some way, a cultural value relationship emerges.

Cultural value is a social product and cannot be understood only as of the property of things that satisfy the cultural needs of individuals. People are not only the demanders of cultural values but also the bearers of cultural values (Schwartz, 2011). Cultural values are at all times at the service of people, and what humans do not need does not have cultural value. At the same time, cultural values are created by people. Both the cultural needs of people and the cultural products that satisfy such needs can only be formed in the social practices of people. People's ability to create cultural needs and cultural products is itself a cultural value, and it is the most essential cultural value. Any social form has a cultural need specific to that society, and this cultural need can only be met through the cultural creative activities of people.

1.6.2 Gender Role

Gender role, also known as gender role, refers to different psychological characteristics or behavior patterns caused by people's gender differences. Men and women have different characteristics in posture, expression, behavior and many other aspects. In any society or nation, there is a general expectation that men and women

play different roles and play different roles (Peng, Ma, Chen, & Zhang, 1989). The gender role characters can reflect the impression of the character and the culture value in the animation film (Ahmed & Wahab, 2014).

1.6.3 Stereotyping

According to Fishman (1956), stereotyping is defined as a fixed conventional conception or notion of a group of people or an individual, held by other people (Fishman, 1956). Media stereotypes can be basic or complex generalizations, with filmmakers portraying characters of protagonists versus antagonists in films based on culture, history, and people's appearance and behavior.

1.6.4 Disney's animation films Princess Series

Disney's animation films Princess Series has more than 80 years history. This series includes Disney's animation films which contain princess or have princess symbol (Disney Princess, 2022). This series of films include Snow white and the seven dwarfs, Beauty and the Beast, Mulan, Pocahontas and many other Disney's animation films.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction to the Literature Review

In this reference review, the researcher introduced three theories and concepts which can support the research on the textual analysis of protagonists versus antagonists in Disney animated films. First of all, the literature review introduced a theory about culture value. Cultural value structures have two different independent parts, the first part is the basic human values that are shared by the individual people in all societies, such as concern for others, and security. The second part is normative value on which cultures differ, such as hierarchy, and egalitarianism. The normative value has great impact on what culture is and it will also change with time. It will adapted to the era and become stable and strong as people will also adapt the normative value.

Second, the reference review introduced concepts and researches about gender role in animation films. Male and female characters in animation films are portrayed in the animation films based on their physical appearance and can reflect the stereotype of different gender. Generally speaking, male characters are associated with strong, brave, and intelligent, and female characters are associated with beautiful, sexually attractive, and need to be protected. Some of these gender role stereotype exist not only in protagonists, but also in antagonists. The third concept which was introduced in the literature review is stereotype. This part explained stereotype and also provided theory about the relationship between gender stereotype of emotion and gender stereotype.

2.2 Cultural Value

There are two different independent cultural value structures (Schwartz, 2011). The first structure refers to the basic human values that are shared by the individual people in all societies, such as concern for others, security, achievement, looking after children, respect others, and so on. These basic human values can be called as a perspective of human personality. There are many descriptions and praises of these basic human values in Disney's animated films. For example, the praise of beauty and kindness in *Snow White* and *Beauty and the Beast*, or the commendation of courage in the *Frozen*.

Meanwhile, there are also many human values that are not supported by the individual people in societies, such as jealous, arrogance, vicious, and so on. These human values can be seen on the protagonists in Disney's animated films. For example, the stepmother who is jealous of Snow White's beauty, villagers who are afraid and want to kill the beast. The second structure refers to normative value on which cultures differ, such as hierarchy, egalitarianism, different definitions of success, more emphasis on family or personal development (Schwartz, 2011). Some of Disney's animation films also talking about these normative value. For example, *Mulan* who joined the army on behalf of her father.

Even though human value of the first structure is a part of human personality, the core human value, which refers to the normative value largely defines what culture is and it has a great impact on personal values (Wan, Chiu, Tam, Lee, Lau, & Peng, 2007). According to Wan and other researchers, "compared with values of high actual self-importance, values of high perceived cultural importance play a more important role in cultural identification" (Wan, Chiu, Tam, Lee, Lau, & Peng, 2007).

This theory can help the researcher analyze the treatment of different cultural groups in Disney's animation films. The different cultural values are structured along three polar dimensions, which include Conservatism versus Intellectual and Affective Autonomy; Hierarchy versus Egalitarianism; and Mastery versus Harmony (Schwartz, 1999).

Moreover, the cultural value might change with the changing of time, and this can be predicted as a result of cultural adaptation (Marin & Gamba, 2003). The cultural value of a certain group might change and become stable and remain strong as people in this certain group adapt the cultural value (Marin & Gamba, 2003). As most of the Disney's animation films were adapted from folklore or fairy tales, the cultural value behind these folklore or fairy tales might not fully adapted to people in this era. Moreover, stories from different cultural backgrounds also need appropriate ways of expression in order to share the cultural value accurately.

Different cultural backgrounds or culture might have influence on the gender role. Male and female will play different role in different culture. Therefore, gender role in animation films is also important.

2.3 Gender Role in Animation Films

There are a lot of lovely anthropomorphic roles in Disney's animation film, such as Olaf in *Frozen*, but in the "Disney Princess" animation films, the main characters are male characters and female characters, such as Vanellope van Schweetz and Ralph in *Wreck-It Ralph*. Therefore, gender role is important in the analysis of protagonists and antagonists in Disney animation films.

As a term, gender refers to the behaviour of a sex in a specific culture or in a particular society (Aries, 1996). Male and female characters in animation films are portrayed in the animation films based on the physical appearance, and the appearance characteristics of these roles can reflect the character characteristics (Ahmed & Wahab, 2014). In general speaking, male characters are being associated with some positive stereotype, such as strong, brave, intelligent, and dominant, and the female characters are being associated with some negative stereotype, such as physically weak, emotional and caring, sexually dressed and attractive, and dependent (Ahmed & Wahab, 2014). The stereotype of male and female characters is also reflected in Disney animated films. For the protagonists, Disney animation film has the intelligent beast and Belle who need to be rescued from wolves by the Beast in *Beauty and the Beast* and many other roles. For the antagonists, Disney also create villains with a classic gender impression, such as Gaston, a brave hunter in *Beauty and the Beast*, and the handsome and intelligent prince Hans in *Frozen*. Although in Disney animation films, there are already some changes in portraying characters in this era, but male characters are still socialized to be strong, active and aggressive, while female characters are socialized to be beautiful and sexually attractive (Ahmed & Wahab, 2014).

Since gender refers to a certain kind of act in certain culture, people might believe that male or female must behave like that. This will lead to stereotype.

2.4 Stereotype

Stereotype mainly refers to a general and fixed view formed by people on a certain thing or object, which is extended to think that the thing or the whole has this

feature, while ignoring individual differences. According to Fishman, this is “one of the oldest and most frequently employed constructs in the domain of social psychology” (Fishman, 1956). Stereotype has two effects (Lian, 2003). One effect is positive. Stereotype can help people make decision in a quick way without spending a lot of time. For example, an animation film which made by Disney wouldn't be a bad film. It is helpful for people to deal with the complex environment around them. But this kind of judgement might not be very accurate. Another effect is negative. Making a universal conclusion on the basis of being given limited materials will make people ignore individual differences when recognizing others, resulting in perceptual errors, preconceptions and hindering the correct evaluation of others.

Stereotypes are often implicit that cannot be recognized, but it will still affect people's views on the characteristics of a particular social group (Lian, 2003). Moreover, gender stereotypes of emotions has relationship with gender stereotypes (Plant, Hyde, Keltner, & Devine, 2006). Research found that male are more likely to experience and express anger and pride. While female are more likely to experience and express other emotion, especially for sadness, fear, and compassion. Female were rated more sad and less angry than male. Even female's explicit anger posture is considered to be a mixture of anger and sadness. (Plant, Hyde, Keltner, & Devine, 2006). According to Plant and other researchers, gender stereotypes play a role in adult emotional expression (Plant, Hyde, Keltner, & Devine, 2006).

The emotion of characters in Disney animation films can also reflect the gender stereotypes of emotion and gender stereotypes. The audiences can feel different emotion from female characters and male characters. These emotion differences can be observed on both antagonist characters and protagonist characters.

For example, the female antagonists in the animation films are always jealous and trying to be prettier, like the evil queen in Snow White. But the male antagonists are always strong, aggressive and arrogance, like Gaston in Beauty and the Beast.

2.5 Conceptual Framework and Conclusion

In this part, three theories and concepts are mainly introduced, including culture value, gender role in animation film, and stereotype. First of all, in Disney animation film, antagonist characters and protagonist characters all pass on certain values, and theories about culture value can help the researcher analysis this characters. Second, those characters include male and female, and therefore, gender role can help to get deeper understand. Third, stereotype can help the researcher interpret the character emotion and different expression in a better way. Therefore, the conceptual framework in this research should be like Figure 1. In conclusion, this literature review can provide a research background and theory support to this research.

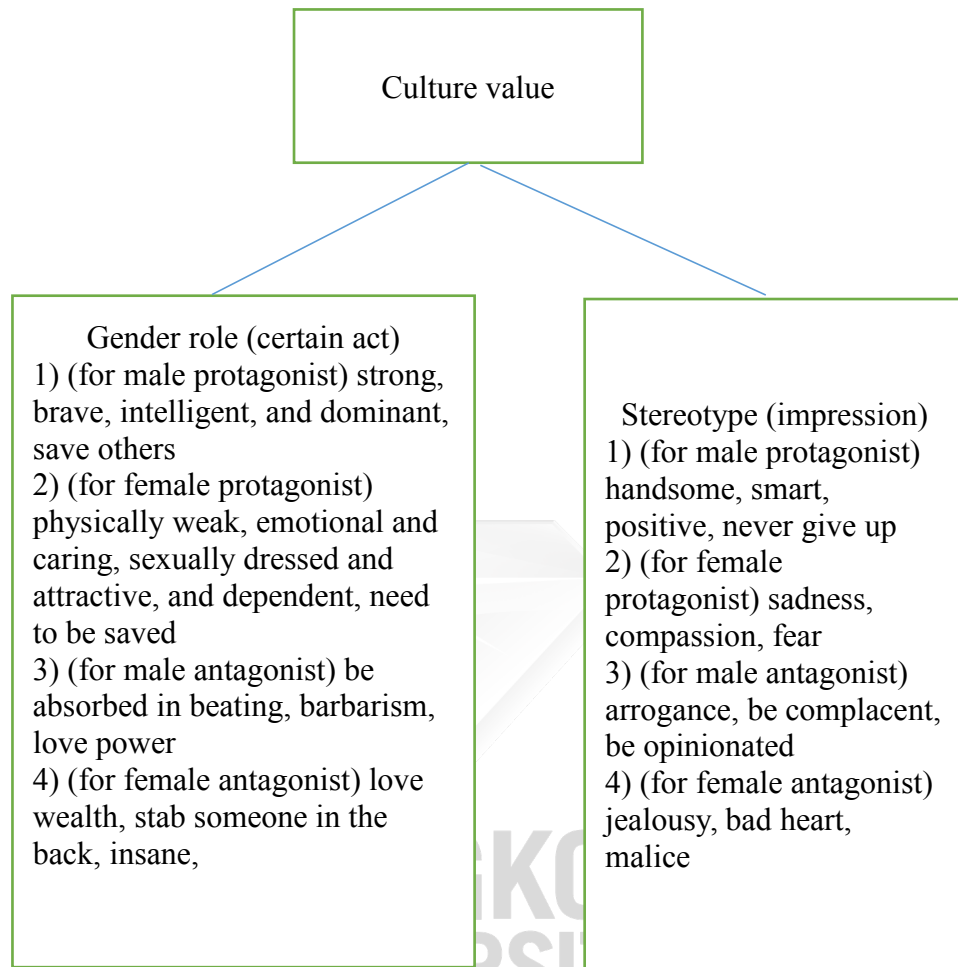


Figure 1: The conceptual framework

CHAPTER 3

METHODOLOGY

In this chapter, the researcher mainly discussed the methodology of this research. In order to have a fully preparation of the research, this chapter includes five parts, research design, population and sample selection, research instrument, data collection procedure, and data analysis. It explains why textual analysis is chosen to be an appropriate research method for this research and how textual analysis is used in this study. Moreover, the details of the research method are also discussed, such as how the data is collected and how the population and sample are selected.

3.1 Research Design

In this research, textual analysis is used to be the appropriate research method. According to Mckee, textual analysis “is a way for researchers to gather information about how other human beings make sense of the world” (Mckee, 2003). Different culture has different influence on people, and therefore, people have a lot of opinions, and they will express their opinions in texts (Mckee, 2003). There are many objects of textual analysis, including film lines, TV program content, magazines, articles, novels and all kinds of literary works, advertisements, speeches, announcements, and so on. This can help to make educated guess on what the texts are trying to express and what kind of culture has influence on these texts. As a research method, textual analysis refers to the representation of text and the selection of its features. Textual analysis is a basic problem of text mining and information retrieval. It quantifies the feature words extracted from the text to represent the text information. Text, which has

roughly the same meaning as information, refers to the information structure composed of certain symbols or codes. This structure can adopt different forms of expression, such as language, text, image and so on. Text is made by specific people, and the semantics of text will inevitably reflect people's specific positions, views, values and interests. Therefore, the intention and purpose of the text provider can be inferred from the text content analysis (Carley, 1994).

In this research, the researcher mainly needs to figure out three questions which are all related to the cultural values of the protagonist characters and antagonist characters in Disney animated films. Therefore, it is important to interpret the cultural values in Disney animated films. Based on the research background, textual analysis will be the most suitable research method in this research. Textual analysis is a kind of qualitative methods, and it can help the researcher to interpret the films and the film lines (McKee, 2010). During the interpreting process, textual analysis can help the researcher to evaluate the value of the meaning and message which the texts are expressing, and get a deeper understand about the cultural related studies (Smith, 2017). In this research, the researcher mainly focus on the Disney animation films. Therefore, textual analysis can provide a good interpretation of the films. This kind of research method can help to provide a specific understand and description of the phenomenon and help to give some possible explanation. More sources of the information is coming from literature review.

3.2 Key Document Selection

Sample selection is important in almost every research (Marshall, 1996), as of 2016, there are already 138 Disney animation films, and it is almost impossible to

examine all of the 138 Disney animation films in this research. According to Robinson, there are three aspects which should be identified in this period, which are sample size, sampling strategies, and sample selection range (Robinson, 2014). In this part, the researcher discusses these three aspects.

The appropriate sample size of a qualitative research should be able to fully explain the research question (Marshall, 1996). Therefore, sample size is different based on the research questions, and whether it is big or small or which scope should be included in the sample size are also decided by the sample strategy. In this research, the researcher decided to use judgement sample as the sample strategy, which can also be called as purposeful sample. This is the most common sample strategy, which refers to choosing the most effective sample in the qualitative research. This sample strategy can help the researcher save time and research cost, but at the same time, the researcher needs to pay attention to samples which show different opinions (Marshall, 1996).

Therefore, this research will focus on the “Princess Series” in Disney animation films, and selecting five animated films from the series, including *Snow White and The Seven Dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*. The research believes that “Princess Series” in Disney animation films have situation in which protagonist characters and antagonist characters are opposed to each other. Moreover, these five films, *Snow White and The Seven Dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*, are representative in “Princess Series” as they not only include Disney animation films and stories in different time, but also include stories about different culture.

3.3 Research Instrument

In this research, textual analysis was used as the research method. This is a useful method that can help the researcher analysis the content in movies (Ifversen, 2003). The content in five Disney animation films will be analyzed, including *Snow White and The Seven Dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*. Based on the literature review in Chapter 2, the content in these five movies will be analyzed from the perspective of cultural value, and can be divided into two main groups:

- 1) Gender role;
- 2) Stereotype.

Table 1. The coding results using textual analysis, based on five Disney animation films, which includes *Snow White and The Seven Dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*.

Table 1: The coding results using textual analysis

1 st Order Codes	2 nd Order Concept	Aggregated Themes
<ul style="list-style-type: none"> - Be eager to help people - Save female protagonist - Support female protagonist 	(for male protagonist) strong, brave, intelligent, and dominant, save others	Gender role
<ul style="list-style-type: none"> - Get into trouble - Able to communicate with animals - Elegant, gentle and generous - Wear beautiful dress - Save family and friends - Using strategy 	(for female protagonist) physically weak, emotional and caring, sexually dressed and attractive, and dependent, need to be saved	

(Continued)

Table 1 (Continued): The coding results using textual analysis

1 st Order Codes	2 nd Order Concept	Aggregated Themes
- Pursuit of power - Keen on the use of force - Be defeated	(for male antagonist) be absorbed in beating, barbarism, love power	Gender role
- Make good use of stratagem - Cruel - Exposed	(for female antagonist) love wealth, stab someone in the back, insane	
- Handsome - Brave - Positive - Strong and intelligent	(for male protagonist) handsome, smart, positive, never give up	Stereotype
- Panic and depression - Simple-minded - Growing - Brave	(for female protagonist) sadness, compassion, fear	
- Handsome - Rude - Cunning	(for male antagonist) arrogance, be complacent, be opinionated	
- Jealousy - Not so beautiful - Vicious	(for female antagonist) jealousy, bad heart, malice	

3.4 Data Collection Procedure

As one kind of media content, content of films can be one of the analysis objects of textual analysis (Ifversen, 2003). This research mainly used textual analysis as research method. According to the sample selection, the data collection should be based on the five Disney animation films in “Princess Series”, *Snow White and The Seven Dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*. The object

of textual analysis includes the film lines (Mckee, 2010). Data collection in this research was based on the film content. The movie script of these five Disney animation films was collected as the analyzed texts. If there are more questions during the data analysis, then more films will be included and more movie scripts will be analyzed.

3.5 Data Analysis

According to Chapter 1, there are mainly three objectives of this study, including the gender role of protagonist characters, the gender role of antagonist characters, and the portrayal of characters. In order to get more information about these three objectives and answer related questions, these research used a 2 by 2 factorial design to analysis the protagonist characters and the antagonist characters. During this analyze, the portrayal of characters can also be researched.

CHAPTER 4

FINDINGS

The researcher introduced the findings of this examination. By analyzing the content of the five Disney animation films which were mentioned before, including *Snow White and The Seven Dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*. By detailed analyzing the content of these five Disney animation films, the researcher can draw out which cultural values were presented in Disney animated films to build protagonist characters and which cultural values were presented in Disney animated films to build antagonist characters.

4.1 Summary of the cultural value in Disney animation films

Disney animation films created a lot of classical characters, including protagonist characters and antagonist characters. According to the analysis of the content of five Disney animation films from the Princess series, the researcher found that gender role and stereotype exists in Disney animation films. As the audiences and the film maker all have certain propose about what female characters and male characters should act like, or what kind of features should they have, the characters they created can reflect their propose. This can also be reflected on the image of characters and the content of the films. The gender role and stereotype are influenced by the culture which people lived in. Therefore, by analyzing the gender role and stereotype of male and female characters with protagonist side and antagonist side, the researcher can figure out what kind of cultural values were presented in Disney animated films.

4.2 Gender role

Gender roles refer to different psychological characteristics or behavior patterns due to differences in people's gender. Men and women have different characteristics in many aspects such as posture, demeanor, and behavior. In any society or nation, there is a general expectation that men and women play different roles and play different roles (Aries, 1996). Gender roles are also reflected in Disney's animated films. Normally, people have different expectation on female character and male character. In this part, the researcher discussed findings related to gender role from four aspect, including male protagonist, female protagonist, male antagonist, and female antagonist.

4.2.1 Gender role for male protagonist

In this research, the main research objects are the “Disney Princess” animation films. In this series of films, the main characters are all presented as female or male. The appearance of these characters can reflect their features. According to the analysis of the content of five Disney animation films, when talking about male protagonist, the gender role should be strong, brave, intelligent and dominant, and also save others. There are mainly three reflections which can be drawn out from the analysis of the films, including saving female protagonist, supporting female protagonist, and being eager to help people.

First, in *Snow White and Seven Dwarfs*, the hunter refused to kill Snow White and said:

“I can't, I can't do it. Forgive me. I beg of Your Highness, forgive me.”

“Now, quick, child, run. Run away, hide! In the woods! Anywhere! Never come back!”

This is one of the male protagonist in *Snow White and Seven Dwarfs*, and his contents can reflect that the hunter is a character which is eager to help people. He refused to do things which might hurt others and kindly let Snow White go.

There are also other male protagonists which showed that they always save female protagonists. It is also in *Snow White and Seven Dwarfs*, when the prince appears, here is the content:

“And that he will carry me away to his castle, where we will live happily ever after.”

In the rest of the movie, the prince appears and rescues Snow White from eating the poisoned apple. Moreover, in *Frozen*, when Princess Anna was frozen by Elsa, the main male character Kristoff, which is also a male protagonist, said:

“Come on buddy, faster! I tried to save her, but it was too later.”

Although Anna, the female protagonist, isn't saved by Kristoff in the end, this film still reflects that the male protagonist should save female protagonist. But depending on the year of production, *Frozen* was produced in 2013, which means that in 2013 or even earlier, people started to change their mind and believe that female can save themselves.

The last point of the gender role of male protagonists is that they are always wished to support female protagonists. For example, in *Snow White and Seven Dwarfs*, the hunter tried to help Snow White escape from the clutches of the queen:

“She’s mad, jealous of you! She’ll stop at nothing! Now, quick, child, run.”

According to the analysis, the normal gender role of male protagonist is that they are all strong, brave, and intelligent, which means that they are supposed to save others, and help others, especially for female protagonists, because in Disney

animation films, male and female protagonists will definitely live a happy life. However, as time goes by, the audiences started to realize that female protagonists should not be trapped within traditional gender roles. Therefore, Disney animation films which were released in the last ten years, such as *Wreck-It Ralph*, and *Frozen*, started to let female protagonists save themselves, but they still showed that male protagonists will help and support female protagonists when female characters are not strong enough.

4.2.2 Gender role for female protagonist

When talking about female protagonist, the traditional gender role based on this research is related to physically weak, emotional and caring, sexually dressed and attractive, dependent and need to be saved. There are some features about female protagonist. Some female protagonists are always get into trouble in Disney animation films. For example, Vanellope in *Wreck-It Ralph* keeps getting into trouble at the beginning of the film, there are contents like that:

"I'm not a glitch, Taffyta. I've just got pixslexia, okay?"

"Hey! See? You're an accident just waiting to happen."

"You will never be a racer because you're a glitch."

Elsa in *Frozen* also has similar plot arrangement at the beginning of the film:

"Sorcery, I knew there was."

"Something dubious going on here."

"There she is! Stop her!"

"Monster...Monster!"

The female protagonists always get into trouble especially at the beginning of the Disney animation films so that they can be saved or they can accept help later in

the films. Another feature of female protagonists according to the research is that they are always able to communicate with animals. For example, in *Snow White and Seven Dwarfs*, the Snow White can speak with animals:

“Hello bird, what’s the matter? Where is your mama and papa?”

“Why? I believe you are lost. Ohhh, please don’t cry. Come on, perk up.

Won’t you smile for me? That’s better. Your mama and papa can’t be far.”

“Can you fly? Goodbye.”

These contents are what the Snow White speak with the bird in the forest. Moreover, in *Mulan*, the female protagonist Mulan can also communicate with the animals, such as the little dragon:

“Uh, my ancestors sent a little lizard to help me?”

“Hey, dragon, dragon, not lizard.”

Being able to communicate with animals can reflect that the female protagonists are kind, friendly, pure and most importantly, attractive. It shows that they can even attract innocent creatures. Besides these features, from the image of the female protagonists, it can be seen that most of them are elegant, gentle and generous, as they will wear beautiful dress. In recent years, female protagonists in Disney animation films started to changed as they started to save their family and friends with strategy. This can be seen in *Mulan* and *Frozen*. For example, in *Frozen*, Anna was not saved by male protagonists but by her sister.

“Oh, Elsa. You sacrificed yourself for me?”

“I knew you could do it.”

Although female protagonists still need to be saved in Disney animation films in recent years, the characters who save them have already changed from male

characters to female characters. The gender role of female protagonists has a little bit changed from weak, dependent to independent and powerful.

4.2.3 Gender role for male antagonist

In these five Disney animation films which were chosen from the Princess series, the gender role for male antagonist can be related to be absorbed in beating, barbarism, and love power. There are some typical male antagonist in these five Disney animation films. For example, the Prince Hans in *Frozen*. He has twelve brothers and he always feels that he has no power and nobody care about him, and therefore, he is very pursuit of power, just like the contents reflect:

“Settle down. Oh Anna, if only there was someone out there who loved you.”

“As thirteenth in line in my own kingdom, I didn’t stand a chance, I knew... I’d have to marry into the throne somewhere.”

“As heir, Elsa was preferable, of course.”

“All that’s left now is to kill Elsa.”

These contents showed out the pursuit of power of the male antagonist who want power and can do anything for it. Besides that, some male antagonists also reflected that they are keen on the use of force, such as *Gaston in Beauty and the Beast*.

“Every guy here would love to be you, Gaston. Even when taking your lumps.”

“No one’s quick as Gaston, no one’s neck’s as incredibly thick as Gaston.”

“Gaston is the best and the rest is all drips.”

“Now the wheels in my head have been turning. Since I looked at that lonely old man. See, I promised myself, I’d be married to Belle”

Although when Gaston appears in the film, the song is trying to praise him. It still has sarcastic feelings in the contents, especially when Gaston expresses that he will marry Belle and Belle will must be his wife. He never asked for Belle's opinion and just simply believes that no one will refuse him. This is a kind of keen on the use of force because of arrogant. As he will force Belle marry him but he doesn't realize that he is forcing someone to do something.

Moreover, in Disney animation films, male antagonists are always being defeated in the end of the films. For example, the Prince Hans and male characters from Weasel town in Frozen. In the end of the film, they are all defeated and get punished:

"I will return this scoundrel to his country. We shall see, what his twelve big brothers think of his behavior."

"This is unacceptable, I am innocent, I am a victim of fear. I have been traumatized. Owww! My neck hurts. No..."

"Arendelle will henceforth and forever, no longer do business of any sort with Weasel town!"

It is believed that male antagonist character in Disney animation films love power and they will chase power. Moreover, they are strong enough to force other people to do some bad things. In Disney animation films, male antagonist character will always be punished and be defeated, as the gender role of male antagonists is strong but negative. This does not change in these five Disney animation films. The main atmosphere in Disney animation films is still positive and optimistic.

4.2.4 Gender role for female antagonist

Being different from male antagonist, the gender role of female antagonist is related to the love of wealth, insane, and stabbing someone in the back. The typical female antagonist characters in these five Disney animation films includes the queen in *Snow White and Seven Dwarfs*. The female antagonist characters in these five Disney animation films are far more less than the male antagonists. In *Snow White and Seven Dwarfs*, the queen said:

“Take her far into the forest, find some secluded glade, where she can pick wildflowers.”

“And there, my faithful huntsman, you will kill her!”

“But to make doubly sure, you do not fail, bring back her heart in this.”

The queen in *Snow White and Seven Dwarfs* is cruel. She wants to kill Snow White only because the mirror said that Snow White is more beautiful than her. The queen not only asks the huntsman to kill Snow White, but also asks the huntsman bring back the heart of Snow White. Her ambition is also exposed. She wants to be the most beautiful woman in the world, and she will kill anyone who is prettier than her. Moreover, the queen is also very good at using stratagem.

“Now, turn red to tempt Snow White.”

“To make her hunger for a bite.”

“It’s not for you. It’s for Snow White. When she breaks the tender peel to taste the apple in my hand, her breath will still, her blood congeal. Then I will be fairest in the land!”

“There may be an antidote. Nothing must be overlooked.”

“The dwarfs will think she’s dead. She’ll be buried alive! Buried alive!”

When the queen finds that Snow White is still alive, she tries to use stratagem and kill Snow White with a poisoned apple. When When sheer violence doesn't do the trick, female antagonist characters will try to use stratagem, which means that they will use their wisdom to achieve their goal while male antagonist characters will tend to use purely strength. One reason is that the traditional gender role believes that female characters are weaker than male characters. Another reason is that by the influence of gender role, the audiences will expect to watch male characters fighting with each other with purely strength, but they would not expect to watch female characters fight with each other with purely strength. Therefore, in Disney animation films, the features of female antagonist characters are cruel, exposing their ambition, and making good use of stratagem.

4.3 Stereotype

Stereotype refers to a set of fixed views held on various types of people, and use this as a basis for judging and evaluating their personality. In the process of recognizing others and forming impressions about others, due to various environmental factors, cognitive biases of one kind or another are prone to occur. When putting these judging and evaluating into someone or a certain group of people, stereotype will happen (Che, 2001). People living in the same or similar political, economic, natural, cultural and other backgrounds must have many things in common. These commonalities of objects of the same type are often preserved in their own experience, forming a relatively fixed view to be inherited (Che, 2001). For example, in terms of perceptions of human qualities, some people are divided by geographic region, others by nationality, and others by gender. In Disney animation films, the

audiences and the film makers have certain stereotype on female and male protagonist and antagonist characters.

4.3.1 Stereotype for male protagonist

The stereotype is a kind of impression. Normally, the stereotype to the male protagonist characters is that they should be handsome, smart, positive, and never give up. There are many male protagonists in the five Disney animation films which were researched in this examination, such as the Beast in *Beauty and the Beast*, Kristoff in *Frozen*, and Ralph in *Wrack-It Ralph*. The first stereotype of male protagonist characters is handsome. For example, in *Beauty and the Beast*,

“Belle, it is me.”

“It is you!”

In the end of the film, the beast turns into a handsome prince with flowers and glitter. As the same, in the end of *Snow White and Seven Dwarfs*, a handsome prince saved Snow White. It is believed that most of the male protagonist, especially traditional male protagonist should be handsome and pretty. Besides this, the male protagonist should also be brave and positive, just like Kristoff in *Frozen*.

“It’s a hundred foot drop.”

“It’s two hundred.”

“What’s that for?”

“I’m digging a snow anchor.”

“There is twenty feet of fresh powder down there. It will be like landing on a pillow.”

Kristoff is a brave male protagonist in *Frozen*. He helps Anna when she goes out to find her sister Elsa. Moreover, he is also positive. In *Frozen*, the troll said:

“And though we know he washes well, he always ends up sorta smelly. But you’ll never meet a fella who’s as sensitive and sweet.”

“So he’s a bit of a fixer upper. So he’s got a few flaws.”

“You can fix this fixer upper up, with a little bit of love.”

Although Kristoff has a lot of disadvantages, he is positive and still be passionate about life. Male protagonist in Disney animation films are always happy and have hope of good endings. They are always positive whether facing life or facing difficulties. Moreover, the male protagonist characters in Disney animation films are always strong and intelligent. For example, the Beast in Beauty and the Beast defeated the antagonist character Gaston. At the end of the fighting, Gaston starts to beg the Beast for mercy:

“Let me go. Let me go.”

“Please, don’t hurt me.”

“I will do anything, anything!”

The Beast is strong enough to defeat the male antagonist character. Moreover, when Belle comes into the castle of the Beast, she finds a library inside of the castle.

“You have a library?”

“Yes, oh, indeed.”

“With books. Scads of books! Mountains of books! Forests of books! Cascades! Longboats! Swamps of books!”

“More books than you will ever be able to read in a lifetime.”

“Books on every subject ever studied, by every author, by every author.”

With these many of books, it can be seen that the Beast is an intelligent character, or he won’t have so many books to read. The settings of the Beast is that he

is a wise, intelligent prince. Based on the analysis of the male protagonist characters in these five Disney animation films, the stereotype of male protagonist characters includes handsome, brave, positive, strong and intelligent. In most of the traditional Disney animation films, it seems that positive, brave, handsome, strong and intelligent are what the male protagonist characters must have. The image of male protagonist characters are always strong, smiling, well-dressed and handsome.

4.3.2 Stereotype for female protagonist

The normal stereotype for female protagonist characters includes sadness, compassion, and fear. In most of the Disney animation films, the story plots relate to female protagonist characters are about getting into trouble, needing help or having bad experience. For example, when Snow White runs away from the queen and comes into the forest, she said:

“I am awfully sorry. I didn’t mean to frighten you. But you don’t know what I have been through. And all because I was afraid.”

She is panic and depressed when she is chased away. She gets into trouble in the forest when the night comes. She keeps bumping into branches, tripping over roots that were outcropping the ground, and is frightened by the dark shadows in the forest at night. Besides that, Snow White is also simple-minded.

“Some day my prince will come, some day we will meet again, and away to his castle we will go, to be happy forever I know.”

Her dream is about find her true love. It is beautiful and lovely, but on the other side, Snow White wants someone who will find her and love her. She never considers about catch up the love or the chance to get what she wants. What she did is just simply waiting. It can be said that she is also simple-minded. At that time, the

beautiful dream and future of a girl is to marry a good man who loves her. This also influences the Disney animation films. In the Disney animation films which were released in recent years, the stereotype for female protagonist characters has changed. For example, growing can be seen from some female protagonist characters, just like Elsa in *Frozen*. She also gets into trouble at first,

“It gets a little lonely all these empty rooms. Just watching the hours tick by. I am scared. It’s getting stronger.”

But as the story develops in the film, Elsa starts to grow up. She tries to control her power and goes back for her sister, her country and her land.

“I knew you could do it.”

“Hands down, this is the best day of my life.”

The words come from Elsa’s sister, Anna, and Olaf. It can be seen that Elsa becomes stronger. Moreover, the female protagonists start to be brave, such as Mulan in *Mulan*, and Vanellope in *Wrack-It Ralph*. In *Mulan*, the brave girl Mulan replaces her father and goes to the war.

“Keep my father standing tall. Scarier than the undertaker. We are meeting our matchmaker. Destiny guard our girls. And our future as it fast unfurls.”

“Please look kindly on these cultured pearls. Each a perfect porcelain doll. Please bring honor to us.”

In *Wrack-It Ralph*, Vanellope tries to win the car racing, and for the sake of dreams, she continues to bravely challenge unreasonable rules.

“I don’t care! You are a liar!”

“Get out of my way! I am going to that race!”

Mulan and Vanellope all brave and try to do something that nobody did before. Mulan is trying to protect her father, and Vanellope is trying to achieve her dream. It can be seen that the stereotype of female protagonists in Disney animation films also includes brave and growing, as the characters will always be brave and overcome a lot of difficulties and growing during the period.

4.3.3 Stereotype for male antagonist

There are some interesting stereotype about male antagonists in Disney animation films, which includes arrogance, being complacent, and being opinionated. In this research, the researcher found three main perform related to these stereotype for male antagonists. The male antagonists in the five Disney animation films which were analyzed in this research including Gaston in Beauty and the Beast, Prince Hans in Frozen, the representative of Weselton also in Frozen. The song about Gaston in Beauty and the Beast said:

“In a spitting match, nobody spits like Gaston, I am especially good at expectorating.”

“Ptooeey! Ten points for Gaston!”

“Gaston is the best and rest is all drips.”

This is an arrogant song, but it did reflect that Gaston is a handsome and strong character. Prince Hans in Frozen is the same. In the film, the description of Hans from Anna is “you are gorgeous”. It seems that these characters could be male protagonists. However, in Disney animation films, the handsome male antagonists are also cunning and rude. For example, in Beauty and the Beast, Gaston requires Belle marry him without considering about whether Belle wants to. He is so rude and arrogant that he believes that he is the best and everyone should be willing to love him.

Moreover, the male antagonists are also cunning. For example, the representative of Weselton in Frozen seems coming to congratulate the enthronement ceremony of Elsa, but actually they just want more wealth and more power. They hide their purpose with cunning.

4.3.4 Stereotype for female antagonist

Being different from the stereotype for male antagonists, the stereotype for female antagonists in Disney animation films including jealousy, bad heart, and malice.

First of all, most of the female antagonists in Disney animation films are jealousy. For example, the queen in Snow White and Seven Dwarfs is jealousy about the beauty of Snow White. Therefore, she orders the huntsman to kill Snow White. When she finds that her first plan failed, she tries to bury Snow White alive with a poison apple.

“Old Granny knows a young girl’s heart. Now, take the apple, dearie.”

Besides, the female antagonists in Disney animation films are always not so beautiful, especially when compared with the female protagonists. The queen in Snow White and Seven Dwarfs always tries to be the most beautiful female in the land, but she is not as beautiful as Snow White.

The last point is that female antagonist characters are always vicious. For example, in Snow White and Seven Dwarfs, the queen tries to kill Snow White just because she is more beautiful.

“Snow White!”

“And there, my faithful huntsman, you will kill her!”

In addition to wanting to kill Snow White, the queen also wants her to be buried alive. This is similar to the set up of the stepmother or jealous female antagonist characters in Disney animation films.

4.4 The Portrayal of Characters In Different Eras

There is a long history of Disney animation films, and the portrayal of character has changed based on different eras. In this research, the researcher found two main changes according to the analysis of the content of five Disney animation films. These changes are mainly focused on female characters.

First of all, as time passed by, the female protagonists become more and more independent. They started to save their family and friends, and they also started to use strategy and be able to save themselves. For example, in Frozen, Elsa and her sister Anna can save each other and their country. The second change is about the stereotype of female protagonists. Female protagonists used to be considered as simple-minded, panic and depression. However, in recent Disney animation films, they become to be brave and the audiences can see their growth in the films. For example, in Frozen, Elsa keeps growing in the film. She starts to be able to control her power and tries to be responsible to her country. In Wrack-It Ralph, Vanellope finally became a good racer and gets the champion in the car racing.

Although these changes are all related to the female characters, it can still reflect the change of the culture and the influence of characteristics in Disney animation films.

CHAPTER 5

DISCUSSION

In this chapter, the researcher made a conclusion about the findings in this research, and discussed the findings based on the relevant theories and the findings according to the research. Besides that, in this chapter, the researcher also introduced the possible limitations of this research and the recommendation for further research.

5.1 Summary of findings

Based on the analysis of the research, there are two main perspectives, including gender role and stereotype. The researcher analyzed five Disney animation films and had some findings related to these two topics.

First of all, according to the gender role, in Disney animation films, male protagonists are always eager to help people, saving female protagonist, and supporting female protagonists. Female protagonists are always described as easy to get into trouble, be able to communicate with animals, elegant, gentle and generous, always wear beautiful dress. However, as time goes by, female protagonists start to save family and friends, and use strategy. Based on the analysis, the male antagonists in Disney animation films are usually pursuit of power, being keen on the use of force, and are always defeated, while female antagonists are usually making good use of stratagem, cruel and exposed.

The second part of the findings are related to the stereotype. There are some stereotypes in Disney animation films. For example, for male protagonists, they are all handsome, brave, positive, and strong and intelligent. For the female protagonists,

they are all panic and depression, simple-minded. For the male antagonists, some of them are still handsome, but most of them are rude and cunning. For the female antagonists, usually they are jealousy, not so beautiful and vicious. However, these kinds of stereotype are changing, as the female protagonists start to grow and become brave in Disney animation films.

5.2 Discussions

In this part, the researcher mainly discussed two different parts of the research, including the findings based on relevant theories and the findings based on the research itself.

5.2.1 The findings based on relevant theories

There are two main theories in this research, gender role and stereotype. Gender role refers to a set of behavior norms corresponding to one's gender obtained by individuals through imitation learning in the process of socialization, which reflects the different expectations and norms of the social and cultural system for men's or women's behavior. Gender role includes the different attitudes, emotions, personality characteristics and social behavior patterns held by men and women, which also means the behavior patterns of men and women considered appropriate in a specific society. Gender roles vary with different social and cultural backgrounds. Different scholars have made different definitions of the concept of gender roles from the perspective of their respective research fields. Generally speaking, gender roles are a series of behavior patterns conforming to social norms formed in the acquired social life on the basis of inborn biological gender and influenced by the acquired environment and self-concept (Yu & Xin, 2004).

Stereotype refers to the general view and personal evaluation on the formation of things, thinking that something should have its specific attributes, while ignoring the individual differences of things. It is also a fixed impression formed by social classification according to gender, race, age or occupation. Although stereotype can be judged within a certain range without exploring information, quickly gaining insight into the general situation and saving time and energy, it may often form prejudice and ignore individual differences. People often regard a specific person or thing as a typical representative of a certain kind of person or thing, and regard the evaluation of a certain kind of person or thing as the evaluation of a certain person or thing, thus affecting the correct judgment, If not corrected in time, further development may be distorted into discrimination (Judd & Park, 1993).

5.2.2 The findings based on the research

According to the research, the researcher can find out the portrayal of characters in different eras in Disney animation films. There are several points related to the findings. However, these changes are all related to the female characters.

First of all, the female protagonists are becoming more and more independent. They try to save their family or friends, and try to grow up or become stronger by their own. Second, the stereotype of female protagonists also changed. In recent Disney animation films, the female protagonists start to be brave and keep growing but not simple-minded or panic.

According to the findings of the research, it is found that gender role and stereotype will also have influence on the character portrayal in Disney animation films. Besides that, the portrayal of characters are also changing with the changes of the gender role and the stereotype of the society.

5.3 Limitations of the research

Although this research used textual analysis as research method, and the researcher tried to keep objective, this research still has some disadvantages.

First of all, the research texts in this study are not enough. There are a lot of Disney animation films, and in this research, the researcher only chose five animation films from the Disney princesses series. Although these five films are famous and have adequate representation, there are still many other animation films made by Disney, and these animation films could be able to show more evidence which can support the findings. Moreover, researchers might have other findings based on other animation films made by Disney. Therefore, it is possible that more research could be done to verify this research result and show more evidence.

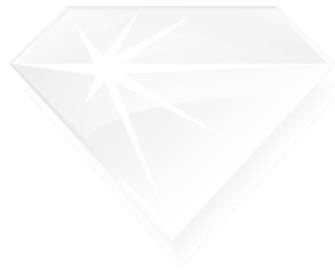
Second, there should be more further research about this topic. Through the characteristic in Disney's animation films, the researchers can find out the stereotype and the gender role of each era or each culture background. More researches could be done about Disney's animation films beyond the "Princess Series".

5.4 Recommendation for further research

As in these research, the researcher only analyzed five Disney animation films, including Snow White and The Seven Dwarfs, Beauty and the Beast, Mulan, Wreck-It Ralph, and Frozen. However, there are more than one hundred Disney animation films. Therefore, the researcher recommended that the further research can try to analyze more contents of different Disney animation films. As Disney animation films have a lot of topics and a lot of characters, researchers can have better understanding through analyzing more content of Disney animation films. This can also help the

researchers to make clear about the difference of protagonists and antagonists in Disney animation films. Moreover, as the changes of the portrayal of characters in different eras in Disney animation films are all related to female characters, it is also possible to do further research about the female characters in Disney animation films.

Moreover, it could also be more research on the cultural changes of gender role and gender stereotype in the contemporary society, as these will also reflects the characters in the Disney animation film.



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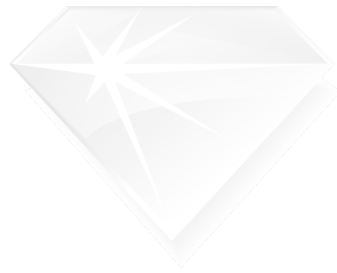
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