A Brief Analysis on the Changes of Princess Image in Disney Movies

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Abstract
This paper aims at summarizing and generalizing the images of Disney princesses and analyzes the reasons for their changes, from the development of feminism, the increasing status of the black and so on. Through these analyses, readers can see some parts of American social development. This paper first gives the introduction to the developing history of Disney, the influence of Disney Princess's movies, the development of feminism, and then analyzes the types of Disney princesses and the reasons for their changes. It is easy to see that Disney takes active actions and measures in face of the development of American society. Hence through this paper, people can obtain more perspectives of observation when watching movies and have deep thoughts instead of only for entertainment.

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Disney princess movies are well-known all over the world and have become part of popular culture. Girls of all generations grow up watching these movies in their childhood. Gender portrayal in Disney movies can be categorized into three main eras. The first era is the first generation of Disney princess which includes three movies: Snow White and the Seven Dwarves (1938), Cinderella and Sleeping Beauty. The female characters in these movies are Snow White, Cinderella and Aurora. Merida from Brave really comes out of the norms when she boldly wants to change her fate and is not afraid to voice out her opinion (Saladino, 2014). She seldom and almost never questions herself and her decision. Last Updated on February 13, 2020. Previously we showed you how old Disney princesses would look like today. Now, let us show you versions of Disney princesses if they lived in 2019-2020. Fernanda Suarez, an artist from Chile, reimagined classic Disney princesses in a modern world. One look at these princesses will tell you they are nothing like the classic versions we’re all familiar with. They’re busy taking selfies with their princes on Instagram and thoroughly caught up on the latest makeup and fashion. Not to mention their non-stop campaign on social media for the equal rights of dwarfs, 6

Traditional Disney Princess Formula I shall provide some context regarding Disney’s pivotal Princess culture movement that has created much controversy among feminists because of its powerful influence on ideologies of gender among large audiences – especially children. From that point onward, Disney staked a claim on the princess narrative.” Since its first feature film devoted to the princess genre, Disney continued to exert a monopoly over this particular narrative until today. Sarah Rothschild notes that, “…these Disney princesses present a retrograde image of The Disney movie Snow White and the Seven Dwarfs was premiered in 1937 and was an instant success, followed by Cinderella in 1950 and Sleeping Beauty in 1959. The next wave of princess movies were produced between 1989, starting with Little Mermaid, followed by Beauty and the Beast (1991), Aladdin (1992), Pocahontas (1995) and ending in 1998 with Mulan, so basically during the 1990s. This research paper will show that female gender roles in Disney princess movies respond to the change of society by portraying their Disney heroine much more assertive and less passive over time. To support this thesis one movie from each of the three waves which were introduced above will be analyzed exemplary for the period.