

Disney Protagonists: Gender and Ethnicity in Postcolonialism

Analyzing the evolution of the characterization and effectiveness of the protagonist characters of the Disney company from the perspective of the concepts of gender and ethnicity based on the characteristics of post-colonial sociology.

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Abstract

The art of animation, which is called as an industrial art, is one of the most influential and attractive media tools that has a very high potential in the field of culture. The Disney company is one of the most important and powerful media in the world, which is active in the field of animation production, the purpose of this research is to investigate the cultural changes of Disney animation heroes from a gender and ethnic point of view. We have followed the library method and the use of video versions of Disney company films, and the main question in this research is about the discussion of sociology and ethnic differences. The Disney company has always followed and influenced the current culture of the society, with a glance at the popularity of this company's animations, from Cinderella and Sleeping Beauty to Moana and Raya and the last Ajah, we realize that the heroes created by Disney are exemplary. the discussion of gender and ethnicity has always been one of the important topics of the contemporary era, and Disney, which pays special attention to current trends in society, and in characterizing the heroes of its animations, has been in sync with the current trend of society and growing human culture. And the heroes of his animations have been characterized by the standards of today's society. The result obtained from this research shows that the examination of the process of these changes has the message for us that the Disney company pays special attention to gender and ethnic issues. He has paid attention to the culture of the society and has paid special attention to this important issue while maintaining his originality.

Keywords: animation; Disney; Champion; Characterizations; gender; nationality; Protagonist, Cinderella, Sleeping Beauty, Moana, Raya and The Last Dragon

Introduction

Artistic animation, which is referred to as an industrial art, is one of the most influential and attractive media tools that has a very high potential in the field of culture. Disney company is one of the most important and powerful media in the world, in the field of animation production, the purpose of this research is to investigate the cultural changes of Disney animation heroes in terms of gender and ethnicity, which affects the society and is affected by the society. The main question in this research is about the discussion of sociology and ethnic, gender differences and its effect on the process of character changes in Disney animation heroes.

The Walt Disney Company is one of the most powerful American media and is known as one of the largest media and entertainment companies in the world. Disney animation is one of the best creators of cultural products in the world today. From its created characters and idealistic and catchy slogans to its unique brand of storytelling and at the same time, it has a wide artistic and visual diversity. But perhaps the most important and strange point of distinction of this animation company is the medical and memorable characters it has created. He said that the stories of this film, the characters and stories of this film during this era, are from the classical European and Greek stories and myths, which are derived from Western culture and epic and historical books and old European goddesses and gods. which always moves towards the glamorous, attractive, native and rooted oriental culture and I can see this trend in the recent works of this company such as Moana, Mulan, Raya and the latest works that follow good success.

In this research, we intend to examine the structural differences in the way of characterizing, introducing and presenting the characters of the protagonists from the point of view of gender and ethnicity, among the famous and influential characters in the history of the Disney company. The difference in the characterization of these heroes is one of the reasons for this research. In some cases, we are faced with the predominance of the plot over the character, extroverted characters play an active and constructive role in facing the world around them, and on the other hand, where the plot is based on causality, we are faced with the predominance of the character over the plot; The female hero experiences introversion followed by changes in the depth of the character, and the male hero shows the extroversion of the western world on the evolution of the hero's personality.

The changes in the characterization of the heroes of the Disney company are caused by the changing needs and views of today's society, and the tendency of the Disney company is more towards issues such as betrayal, generational differences, nationalism and class differences, and these developments originate from the American society and The whole world is generalized.

In this research, in the second chapter, we have discussed the theoretical foundations and concepts of the research, and we have explained the concepts in the research in detail in the

second chapter. In the third chapter, we have described the topics related to character and characterization, the hero and the hero's journey, and then in the fourth chapter, which is the most important chapter of this research, we analyzed the evolution of gender and ethnic issues in Disney's works with a close look.

Research findings

One of the important and inseparable elements of movies is character and characterization. In such a way that this element is at the head of other story elements and without the presence of characters in the film, the film will not progress and the actions and behavior of individuals play a fundamental and decisive role in the story process. The hero or protagonist is the main character of the show in classic and story-oriented works, and together with the opposite character or anti-hero, they take a two-way challenge. Protagonist or hero means prominent character, main character, central character, leader and speaker in the show and story, and he must go through the steps of becoming a hero.

The Walt Disney Company is one of the most powerful American media and is known as one of the largest media and entertainment companies in the world. The Disney animation company is definitely one of the most effective creators of cultural products in the world today. From its created characters and idealistic and attractive slogans to its special and unique brand of storytelling, and at the same time, it has a wide artistic and visual diversity. But perhaps the most important and strange point of distinction of this animation company is the effective and memorable characters it has created. It can be said that the stories of this company are story-oriented and almost characters. And the stories of this company during this era are from classic European and Greek stories and myths that are taken from Western culture and epic and historical books and old European goddesses and gods, which recently turned towards the glamorous, attractive, indigenous culture. And the eastern roots have moved, and this trend can be seen in the recent works of this company, such as Moana, Mulan, Raya and the last dragon, which had great success.

In this research, we decided to examine the structural differences in the way of characterizing, introducing and presenting the characters of the protagonists from the perspective of gender and ethnicity, among the famous and influential characters in the history of the Disney company. The difference in the characterization of these heroes is one of the reasons for this research. In some cases, we are faced with the predominance of the plot over the character, extroverted characters play an active and constructive role in facing the world around them, and on the other hand, where the plot is based on causality, we are faced with the predominance of the character over the plot; The female hero experiences introversion followed by changes in the depth of the character, and the male hero shows the extroversion of the western world on the evolution of the hero's personality.

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differences, and these developments originate from the American society and The whole world is generalized.

Character and characterization is one of the important and inseparable elements of fiction literature. In such a way that this element is at the head of other elements of the story and without the presence of character in the story, that story will not progress and the actions and behavior of people have a fundamental and decisive role in the process of the story. The main hero or protagonist is the most important movie character in classic and story-oriented works, who is placed in the heart of the action and conflict along with the opposite character or antagonist. Protagonist or hero means prominent character, main character, central character, central character, leader, speaker in the show and story And the antagonist, the character opposite the hero, opponent or anti-hero (derived from the Greek word *antagonistēs* meaning rival) is a character in the film who tries the most to prevent the hero from achieving his goals and dreams. The creation and characterization of the anti-hero is very important to advance an epic story. Sometimes, the existence of the anti-hero may be an inherent obstacle to the main hero of the story and does not necessarily oppose the protagonist on purpose.

The importance and necessity of this research is that we understand the power and capability of animation in creating culture and society's view of important issues of gender and ethnicity and its impact on society as well as the effects that society has on it, and the important place of this media in the cultural discussions of society. It should not be underestimated, the impact of animation on culture and the impact of culture on the art of the animation industry cannot be ignored and should not be ignored.

In this research, we decided to investigate and analyze the evolution of the characterization and effectiveness of the protagonist characters of the Disney company from the perspective of the concepts of gender and ethnicity, based on the sociological approach, and analyze what cultural and political factors caused these changes. and check the changes of this company.

Importance and necessity

It cannot be denied that today art is one of the main pillars of human social life, and it is based on this that sociology wants to enter the artistic space, the major part of the artistic space is influenced by the public space of society, in other words, art is a perception of society. Art is directly involved in the social issues in which it lives. Indeed, if we consider art as the peak of human peace, can it be separated from social life? Art is present in human social life moment by moment, sociology of art relies on this last point.

Sociology of art is one of the branches of social sciences. "Sociology of art is a bi-biological science that consists of two pillars of art and sociology. Pierre Bourdieu says that sociology and art will not be compatible friends." (Bourdieu 1, 207:1980). Art wants to challenge the scientific images of the world, while "sociology seeks to untangle any passion and mania and enchantment from social life. Art wants to confront the materialistic explanations of life,

while Sociology wants to show that whatever is considered a peer is nothing but socially constructed and reconstructed" (Harrington 2, 62:1390).

Disney Company

One of the most important companies in the field of making animated films and also presenting these films in the form of home shows is the Walt Disney Company. This company is the largest entertainment and media chain company in the world, which was founded in October 1923 by Disney Brothers was formed as an animation studio in California. The Walt Disney Company, which is simply known as Disney, is proud to be a company dedicated to children and families. Today, Walt Disney products have been able to dominate the world's animation market. Research shows that Disney's global dominance in the field of media culture is unique. Characters like "Mickey Mouse", "Donald Duck", "Bambi", "Dumbo" and... are not only fun characters for children, but their influence on the popular culture of the society is also significant. "Audiences see classic stories in their Disneyfied version." Disney products are also merchandized; after watching each animation, you can buy toys, clothes, stationery, and books. Buy it." (1997:285, Buckingham).

There are different definitions and interpretations about globalization, which is one of the most important events of the present time, and different thinkers have studied it from different aspects. Ronald Robertson defines globalization as "the compaction of the world into a single place." (Robertson, 127:1393) Anthony Giddens also considers "globalization" to be "solidarity" in the simplest definition. It means living in a more global world; It means living in a more dependent world where the events of one side of the world directly affect the events of other parts of it" (Giddens, 1382:133).

Investigations show that in the animations made in the 20th century, communication with the opposite sex has always been linked to the topic of marriage, and the heroes of the story were always from a certain ethnicity (mostly white and western origin), while the dominant approach of these animations in the 21st century, opposition to marriage and desire for the opposite sex has been in the form of friendly relationships. Having economic and political power does not necessarily indicate the superior culture and ethics of that society. Believing multiculturalism, polycentrism is not only about changes in ideas, but also about changes in power relations, and according to surveys, it can be seen that the Disney company has placed this importance on its cultural agenda in the 21st century.

gender

In the world we live in, people are classified based on social criteria such as role, base, class, religion, ethnicity, ethnicity, etc. One of the most important socio-cultural criteria for classifying people in society is gender. Many sociologists believe that gender is the only important characteristic that fundamentally determines people's perceptions, attitudes, behaviors and dignity in society, and that the self (male or female) is strongly influenced by social and cultural learning. Sociologists consider gender to have at least three different and related levels, the individual level consisting of individual roles and identities, And the other

is the interpersonal level and interaction, which includes the way we behave with others, and the macro and social level, which includes cultural beliefs and distribution of resources. The multilevel nature of the gender system allows the processes that ultimately reproduce gender inequality at the micro level and the interaction that leads simultaneously (Correll, 2001: 695). Each of the categories of being male or female is based on a series of ideas and presuppositions about appropriate views and behaviors (from the point of view of society) of men or women (gender stereotypes) that find special and different definitions in the culture of each society.

nationality

There are different definitions of ethnicity. According to Sarukhani, it is easy to define ethnicity in the case of animals and plants, but in the case of humans, the association of this word with ideology and politics has created many ambiguities and issues that have no effect on its definition. And it has destroyed the consensus. "Some rely on the stability and immutability of ethnic traits. Others emphasize the multiplicity of ethnic dimensions." (Saroukhani, 1370: 602). In his opinion, in general, the characteristics that are more accepted for ethnicity can be summarized as follows: "relying on physical characteristics, such as skin color, eyes, height, etc... implicit acceptance of the influence of physical characteristics on mental states such as thoughts, behavior, etc. Emphasis on the purity of ethnic groups and non-mixing; Relying on the permanence of these characteristics and not changing the anime world or paying attention to its own special features and style and technique, it has a unique place among other dramatic arts, including cinema and theater. To create attractive and effective characters in animation, one must pay attention to many points and go through different stages. For this, one must first understand the character and get to know him well, just like we know our best friend. . We cannot have the same and similar reaction from opposite genders in dealing with actions. Each of these two genders needs their own behavioral and social patterns to solve the crisis. All of us are in the process of becoming a complete and integrated human being, like heroes who encounter stories. The existence of the hero element creates focus in the story. It is due to acquisition" (Ibid.: 603).

Characterization in animation

In the meantime, the world of animation, or paying attention to its special features, style and technique, has a unique place among other dramatic arts, including cinema and theater. Characters in animation are not required to obey any logical, physical, time and place laws, they represent transformation in the purest possible states. Animated film can be a pure representation of physical and mental freedom. Even the freedom of form and narrative, as experimental animations have proved for a long time. There are countless examples of animated films that show pure coloring and moments without narration; Forms that do not represent anything. Animation has become a powerful medium in today's world. A medium that acts without the need of oral language in most cases. To think that animated characters have no time and place limitations, they represent transformation in its purest form. How easily animations can charm and attract us if they present a clear and attractive sense of

character. This long durability is due to the characterization that has been done in different stages of the production of films, and the enduring characters of Hamurah have a strong academic and artistic support.

Analyzing the evolution of gender and ethnicity issues in Disney's works

Animations use symbols and disguises to convey hidden and deeper connections to the audience. Through symbols, animations can express ideologies, policies, social thoughts and complex concepts in an understandable and attractive way. Animations have the ability to depict social images and can depict social issues and problems. By using images and characters, they can show topics such as ethnic and gender discrimination, social tensions, environment and other topics to the audience and encourage them to think and act about them. Animations can portray the values and ideologies in society. Through characters and stories, they can promote human values such as friendship, solidarity, justice, and honesty and help educate people with socially acceptable values. Animation is one of the media that can have a significant impact on sociology. This effect may occur directly or indirectly. Many animations indirectly teach social values to children and youth. The Disney company is a pioneer in the field of animation, it pays special attention to gender, ethnicity and sociology issues. This company conducts complete studies and reviews in these fields to make each animation, Disney is not just an entertainment company but also pays special attention to social issues. The effects of the society on the Disney company, as well as the effects of the Disney company on the society in terms of gender and ethnicity, have always been clear and distinct throughout the life of this company since its establishment until today. Both the society and society have influenced it and the fact that the Disney company has left its effects on the society and culture. Social expectations and standards for female gender roles as well as non-white ethnicities have changed and evolved over time, and the media becomes a visual representation of those social norms that are observed in the surrounding culture and society. From Cinderella to Moana, from Sleeping Beauty to Raya, from dependent women to heroic, bold and independent girls, From white girls with a classic and ideal look to warrior girls with typical looks from other ethnicities, we are witnessing this change in attitude.

Cinderella

In this research, four versions of Cinderella, which were made in four different time periods, were examined, from Cinderella of 1950 to Cinderella of 2018, an important and fundamental change process is observed, from Cinderella of 1950, which is an oppressed, defenseless, dependent and needy girl. It's the opposite sex, until 2018's Cinderella, who has completely changed in every way and is a brave girl, a warrior and a kind heroine who no longer needs a prince on a horse to come and save her, but becomes a hero herself. The main story is as far as Cinderella plays the role of hero and savior for the prince who is caught by a spell in the latest version of this animation. The changes in this film have been successive and gradual over the years and have changed according to the state of the society and culture prevailing in each era. The changes that can be seen in the visual space, behavior, appearance, clothing and even Cinderella's friends and surroundings.

Cinderella story has a powerful message about class differences. The character of Cinderella, who is from a lower class, has been able to overcome class differences and achieve her desires with her patience, good manners and inner strength. Cinderella can be used as a role model in girls' lives. She can be used as a symbol of women's power and the fight against gender discrimination. Cinderella story is closely related to self-confidence building.

sleeping Beauty

Sleeping Beauty is one of the most impressive and wonderful animated films ever made. It is aesthetically stunning. Sleeping Beauty is more like a code. Princess Aurora has virtually no character in the film other than being an ideal, and an ideal only enhanced by the fairy tale equivalent of magic. He is the prize that other characters fight over. He is really an object, and this matter is strongly condemned from a feminist and gender point of view today, and has no place in society. He is a different hero, he never develops as a character throughout the film. He actually has no activity. He does not act; He is treated. Unlike the Cinderella animation, the film has somewhat distanced itself from the comic and fun atmosphere, and the stages of the hero's journey, which is carried out by the prince and with the help of angels, are more complete and realistic. One of the key points of this film is the action that leads to the final rescue It's a completely gendered act (Aurora needs a kiss from Prince Charming to save her).

Moana 2016

Moana, who is an adventurous and brave girl, is fascinated by her grandmother's stories. No doubt, Moana is the hero of this animation. She is a lively, stubborn and optimistic girl and is the daughter of the chief of Jimutonoi Island, who grows up on his island, but is dragged into the ocean. When her island is threatened by a dark force, Moana moves outside her rock and comfort zone to right a wrong, save her people, and find the answers she's been searching for all her life is to find. As we see throughout the film, Moana stands out from the crowd. She is of an ethnicity other than the classic Disney stories, the animation is about a girl from South American culture. Moana Darya is friendly, stubborn, strong-willed, practically fearless and physically capable. Among other points of gender and the superiority of the female sex in this film, the presence of the storyteller's grandmother, who instills in Moana the ideals of becoming a hero and breaking the barriers that limit life, and on the other hand, Moana's father opposes this. Moana, despite her gender, is destined to be the next chief of the tribe and does not need a prince, a husband or a complement. The film society is completely based on respect for the independent and equal position of the sexes, they work together and dance together, and the view of the Disney company in this regard has had a big difference and a huge transformation.

Raya and the last dragon 2021

In this movie, Raya is a warrior princess, who must find the last legendary dragon to save her world and her ruined home from the evil and predatory magic. The animation Raya and

the Last Dragon is inspired by the cultures and regions of Southeast Asia, and according to the elements, covers and symbols of the movie Raya and the Last Dragon, he is from the culture of Southeast Asia. Raya, the main hero of the animation Raya and the Last Dragon She is the daughter of Chief Benja and the princess of Heartland. Raya is not a perfect and ideal character and has flaws, she is angry and somewhat spiteful. He is interested in honesty. Another notable gender aspect of this movie is the presence of a dragon whose gender is not recognizable, both in terms of sound and appearance, Disney wanted to pay attention to transsexual characters in the envelope and indirectly. The most important message of the animation "Raya and the Last Dragon" is that our world no longer needs intelligence and extraordinary abilities, but our world today needs love, affection, forgiveness and sacrifice. In the words of the Dalai Lama, "Our world no longer needs successful people, this world desperately needs peaceful people, healers, saviors, storytellers and lovers".

Conclusion

Animations use symbols and disguises to convey hidden and deeper connections to the audience. Through symbols, animations can express ideologies, policies, social thoughts and complex concepts in an understandable and attractive way. Animations have the ability to depict social images and can depict social issues and problems. By using images and characters, they can show topics such as ethnic and gender discrimination, social tensions, environment and other topics to the audience and encourage them to think and act about them. Animations can portray the values and ideologies in society. Through characters and stories, they can promote human values such as friendship, solidarity, justice, and honesty and help educate people with socially acceptable values. Animation is one of the media that can have a significant impact on sociology. This effect may occur directly or indirectly. Many animations indirectly teach social values to children and youth. The Disney company is a pioneer in the field of animation, it pays special attention to gender, ethnicity and sociology issues. This company conducts complete studies and reviews in these fields to make each animation, Disney is not only an entertainment company but also pays special attention to social issues. The effects of the society on the Disney company, as well as the effects of the Disney company on the society in terms of gender and ethnicity, have always been clear and distinct throughout the life of this company since its establishment until today. Both the society and society have influenced it and the fact that the Disney company has left its effects on the society and culture. Social expectations and standards for female gender roles as well as non-white ethnicities have changed and evolved over time, and the media becomes a visual representation of those social norms that are observed in the surrounding culture and society. From Cinderella to Moana, from Sleeping Beauty to Raya, from dependent women to heroic, bold and independent girls, from white girls with a classic and ideal appearance to warrior girls with typical appearance patterns from other ethnicities, We are witnessing this change of attitude.

Animation has always been one of the popular art branches among societies. From cinema and television productions to video games and advertisements, animation plays a significant role as a means of attracting attention and communicating with audiences. Animation is very effective in media and advertising. Animated productions such as animated films, cartoon series and advertising teasers attract the attention of the audience by creating an attractive and wonderful world that is not possible in the real world and convey information to them in an attractive and understandable way. Animation has a great impact on society in terms of culture, society and psychology. Animations can show the values, beliefs and cultural integrity of a society. Through stories, characters and themes of animation, they convey important values and cultural meanings to the society. Animations have the ability to create a huge social impact. Through their characters and stories, social issues, human problems and their solution paths are shown to the society. These influences can change people's thoughts, attitudes and behaviors in society.

The effects of the society on the Disney company, as well as the effects of the Disney company on clothing from a gender and ethnic point of view, are always clear and distinct throughout the life of this company from its establishment until today. The choice of the Disney company in this research was because Disney throughout history, has depicted the role of men, women and ethnicity in the society. Disney animations reflect the cultural point of view and social beliefs, norms and expectations. So Disney becomes a great image and representation. Following cultural trends and developments and being with it has made Disney a great model to follow. Social and cultural influences at different times on the art of the animation industry. Our statistical population in this research covers well the topics we are looking for, gender and ethnicity, from the Cinderella that existed during the post-World War and Cold War era, as well as the patriarchal society and the society that made people of color citizens. The second level considers the animation Raya and the last dragon, which was made in recent years and today's cultural environment, a society where the position of women as well as the position of ethnic and gender minorities is promoted, found and supported by society, and the laws It has been or will be approved for their benefit and in line with equality and justice.

From Disney princesses, who are a stereotypical, troubled and confined girl like Cinderella and Sleeping Beauty, to animations like Raya and the last dragon, where women and other ethnicities have appeared in the role of rebellious, ambitious and heroic characters, and the effort has been To carefully examine the entire attitude of the Disney company in different times and cultures. From independent and free-spirited characters such as Moana to characters dependent and in need of a male hero, such as Sleeping Beauty, they have been examined. Heroes who have changed in the context of culture and time. For years, Disney has been accused by the public and its audience of stereotyping women and non-white ethnicities, and has been accused of portraying its characters, especially women, in stereotypical ways. But in the last few decades, in order to remove this view and also portray society and social norms, much attention has been paid to gender and ethnicity. Now the Disney heroes are not from a specific ethnicity, the Disney company has noticed other cultures and ethnicities and most of the heroes of their new animations are from

among the natives of other regions such as, Africa and Latin America, studies local cultures and societies and creates an attractive and popular hero from the heart of that culture and that society, which preserves both its traditional characteristics and a universal and understandable interpretation for To convey the concepts intended by the Disney company.

Character representation table

analyze	Characteristic
Lack of determination, Affectionate and kind, imagination, humble	Behavioral characteristics
Beautiful and classic western face	Physical features
Introverted and calm	Extroversion and interoversion
White skin	Nationality
Depends on marriage and husband	Marital status
Good manners and functions according to the orders of others	Communication features
20 to 25	ages

Cinderella 1

analyze	Characteristic
Active, lively and curious, decisive and kind	Behavioral characteristics
Beautiful and charming	Physical features
Balanced and extroverted	Extroversion and interoversion

White skin	Nationality
Married and independent	Marital status
Sociable, supportive of nature and animals	Communication features
15-20	ages

Cinderella 4

analyze	Characteristic
Worried, indecisive, imaginary, passive, kind and emotional	Behavioral characteristics
Beautiful and classic western	Physical features
Extremely introverted	Extroversion and interoversion
White skin	Nationality
Single and about to get married	Marital status
Lack of communication with others, dependent and in need of others	Communication features
20-25	ages

Sleeping Beauty

analyze	Characteristic
Curious and searching, a little nervous and kind, rebellious and sympathetic	Behavioral characteristics
Ordinary beauty	Physical features

Extroverted	Extroversion and interoversion
Native American(redskin)	Nationality
Single and unimportant to marriage	Marital status
Sociable, supportive of nature and animals	Communication features
15-20	ages

Moana

Analyze	Characteristic
Harash and kind, compassionate and warrior, hardworking	Behavioral characteristics
Ordinary beauty and charm	Physical features
Balanced	Extroversion and interoversion
East Asian(yellow skin)	Nationality
Single	Marital status
Independent, assertive and not trusting others	Communication features
20-15	ages

Raya and the last Dragon

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