

**« La vie n'est pas un conte de fée »
or is it ?**

**Disney Values in
America and France**

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Oral Presentation

Honors Program Senior Project

Research Question: Can the Disney mindset cross cultures with the construction of Disneyland Paris or is it seen as American cultural imperialism? How can the Disney Princess Phenomenon illustrate the cultural differences?

- 1) The Disney Mindset and American values
- 2) The Disney Princess
- 3) My experiences in both parks: Everyone's a Princess
- 4) Americanization of the French culture
- 5) Conclusion

The Disney Mindset and American values



The Disney Princess



Role of the Disney Princess

Princess Phenomenon

- Merchandise for little girls and women
- The Bippidi Boppidi Boutique

Everyone's a Princess



TABLE 1
Recontextualizations of Walt Disney Strategic Firm Assets

Signifier	Signified		
	United States	Japan	France
Products			
Mickey Mouse	All-American boy	Safe, reliable	<i>Le Journal Mickey</i>
Cowboy	Rugged individualist	Quintessential team player	Carefree individualist
Souvenirs	Fun, part of the experience	<i>Senbetsu</i> , legitimating memento	Tacky, waste of money
Practices			
Service orientation	Hypernormal	Cultural norm	Abnormal
Personnel management	Hypernormal	Cultural norm	Invasive/illegal
Training	Hypernormal	Cultural norm	Totalitarian
Ideologies			
Disneyland	Modernist theme— fun, clean, wholesome family entertainment	Recontextualized modernist theme—fun, clean, safe foreign vacation	Postmodernist theme— resistance to Disney's metanarrative
Foreignness	<ul style="list-style-type: none"> ● Fantasized European roots ● Marginalized native and minority others 	<ul style="list-style-type: none"> ● Keeping the United States exotic ● Marginalizing the Asian other 	<ul style="list-style-type: none"> ● Politicized repatriation ● Schizophrenic relationship with United States

**Fear of the Americanization of
 French Culture:
 Creation of the American Versailles**

Differences in culture



Conclusion:

In conclusion, life is not a fairy tale, at least not for the franchising of Disney magic into French culture. The creation of Disneyland France can be seen as American imperialism and an imposition of not only Disney values but American values. However, it is unsuccessful. The French do not understand and have integrated Disneyland Paris as just another amusement park. Due to cultural differences, the pixie dust does not successfully cross the Atlantic Ocean; instead, Disneyland France is seen simply as another amusement park and not a rabbit hole leading to a land full of wonder and magic