

Abstract

This diploma thesis focuses on the representation of gender and ethnicity in animated and live-action fairy tales produced by Walt Disney. The diploma thesis compares the older animated versions with their new live-action adaptations to gain insight into possible changes in company's attitudes towards gender and ethnicity.

The theoretical part is divided into three chapters. The first chapter deals with media stories for children and their socializing role. In this section the topics of influence of media stories on children, the Disney princess phenomenon, pedagogical potential of fairy tales as well as consumer culture and commercialization of childhood are presented. The second chapter focuses on Disney production in the context of correctness. It delves into the cultural influences, representation of ethnicities, gender roles and stereotypes presented in Disney fairy tales and the changes in the company's stance on these issues. The last chapter of the theoretical part provides the context of the history of Disney.

The practical part provides a qualitative thematic analysis of selected films. First, five pairs of films are analysed - in each case their animated and live-action adaptation. Subsequently, these analyses are compared with one another. The analyses reveal a shift towards a more diversified representation of ethnicities and reduced gender stereotyping, indicating a more responsible approach of the Disney company towards the topic of gender and ethnicity.