



Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out

By Sean P. Griffin

Download now

Read Online 

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin

From its Magic Kingdom theme parks to its udderless cows, the Walt Disney Company has successfully maintained itself as the brand name of conservative American family values. But the Walt Disney Company has also had a long and complex relationship to the gay and lesbian community that is only now becoming visible.

In *Tinker Belles and Evil Queens*, Sean Griffin traces the evolution of this interaction between the company and gay communities, from the 1930s use of Mickey Mouse as a code phrase for gay to the 1990s "Gay Nights" at the Magic Kingdom. Armed with first-person accounts from Disney audiences, Griffin demonstrates how Disney animation, live-action films, television series, theme parks, and merchandise provide varied motifs and characteristics that readily lend themselves to use by gay culture. But Griffin delves further to explore the role of gays and lesbians within the company, through an examination of the background of early studio personnel, an account of sexual activism within the firm, and the story of the company's own concrete efforts to give recognition to gay voices and desires.

The first book to address the history of the gay community and Disney, *Tinker Belles and Evil Queens* broadly examines the ambiguous legacy of how modern consumerism and advertising have affected the ways lesbians and gay men have expressed their sexuality. Disney itself is shown as sensitive to gay and lesbian audiences, while exploiting those same audiences as a niche market with strong buying power. Finally, Griffin demonstrates how queer audiences have co-opted Disney products for themselves-and in turn how Disney's corporate strategies have influenced our very definitions of sexuality.

 [Download Tinker Belles and Evil Queens: The Walt Disney Com ...pdf](#)

 [Read Online Tinker Belles and Evil Queens: The Walt Disney C ...pdf](#)

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out

By Sean P. Griffin

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin

From its Magic Kingdom theme parks to its udderless cows, the Walt Disney Company has successfully maintained itself as the brand name of conservative American family values. But the Walt Disney Company has also had a long and complex relationship to the gay and lesbian community that is only now becoming visible.

In *Tinker Belles and Evil Queens*, Sean Griffin traces the evolution of this interaction between the company and gay communities, from the 1930s use of Mickey Mouse as a code phrase for gay to the 1990s "Gay Nights" at the Magic Kingdom. Armed with first-person accounts from Disney audiences, Griffin demonstrates how Disney animation, live-action films, television series, theme parks, and merchandise provide varied motifs and characteristics that readily lend themselves to use by gay culture. But Griffin delves further to explore the role of gays and lesbians within the company, through an examination of the background of early studio personnel, an account of sexual activism within the firm, and the story of the company's own concrete efforts to give recognition to gay voices and desires.

The first book to address the history of the gay community and Disney, *Tinker Belles and Evil Queens* broadly examines the ambiguous legacy of how modern consumerism and advertising have affected the ways lesbians and gay men have expressed their sexuality. Disney itself is shown as sensitive to gay and lesbian audiences, while exploiting those same audiences as a niche market with strong buying power. Finally, Griffin demonstrates how queer audiences have co-opted Disney products for themselves-and in turn how Disney's corporate strategies have influenced our very definitions of sexuality.

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin
Bibliography

- Sales Rank: #798878 in Books
- Brand: Brand: NYU Press
- Published on: 2000-02-01
- Released on: 2000-02-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .81" w x 6.00" l, .96 pounds
- Binding: Paperback
- 292 pages

 [Download Tinker Belles and Evil Queens: The Walt Disney Com ...pdf](#)

 [Read Online Tinker Belles and Evil Queens: The Walt Disney C ...pdf](#)

Download and Read Free Online **Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out** By Sean P. Griffin

Editorial Review

From Publishers Weekly

Move over, Tinky Winky! In this sprightly analysis of classic and contemporary Disney fare, queer theorist Griffin breaks new ground in media and cultural studies while outdoing right-wing politicians and fundamentalists who see homosexuality everywhere. Griffin's lavender-tinged view of the extravagant drag-queen theatrics of Cruella de Vil in *101 Dalmatians*, Gaston's supermacho posturing in *Beauty and the Beast* and the camp sensibility he detects throughout *Aladdin* may raise eyebrows, but Griffin is careful in building his argument that Disney images have been enormously influenced by gay culture and in showing how gay culture has, in turn, claimed and appropriated those images. Drawing on extensive research on the Walt Disney Corporation, Griffin shows how the Disney name became culturally synonymous with "family values" in the 1930s and '40s, and elucidates the development of a new, more adult, image and market under Michael Eisner in the 1980s. He is the first to reveal in detail the role of gay people--including artists and writers--at the corporation, and the formation of LEAGUE, a professional group for Disney's lesbian and gay employees. Although his postmodern critical methods narrow the readership for this book, Griffin, who teaches film and media at Florida Atlantic University, is adept at using them to delineate the influence of gay culture on mainstream American culture. His analysis of gay culture's affinity for fairy tales (such as the writings of Hans Christian Andersen and *The Wizard of Oz*) and that culture's subversive critique of traditional gender roles, in particular, are excellent. (Feb.)

Copyright 2000 Reed Business Information, Inc.

From Kirkus Reviews

paper 0-8147-3123-6 Disney emerges as half evil stepmother, half fairy godmother in Griffin's analysis of the corporation's relationship to its homosexual customers and employees. Griffin (Film and Media/UC Santa Cruz) begins with the metamorphosis of Mickey Mouse himself, noting the rodent's bawdy beginnings and subsequent apotheosis as the mythic mouse of the American dream. Tacking between Disney's increasingly homogenized depictions of animal sexuality (including the bowdlerization of Clarabel Cow's udder) and spicy studio scandals (such as an animator who tricked female co-workers into undressing), Griffin uncovers the subtexts and secrets of the Disney studio, that allowed queer figures to establish a homosexual discourse within Walt's idyllic hetero-family world. From Mickey Mouse to Maleficent, from Cruella de Vil to Captain Hook, queer touches imbue the realm of Disney with a smattering of possibilities for the homosexual audience to appropriate as its own. Turning from Walt's paternalism to Michael Eisner's corporate-style leadership, Griffin addresses Disney's nascent concern for its gay employees and the depiction of homosexuality in its recent films, both animated and live action. Tales of homophobia and discrimination, including child star Tommy Kirk's dismissal for being gay, are set against significant advances for queer employees (e.g., the founding of Disney's Lesbian and Gay United Employees) and customers (gay days in the Magic Kingdom). For all this raw material, however, not much magic develops: Any intelligent filmgoer can decode the queer subtext of Disneyana without a reader's guide, and Disney's corporate history (save for the odd scandal) reveals itself to be mostly as dull as any other company history. Queer Disneyphiliacs will delight in Griffin's sturdy analysis and ample anecdotes, but readers lacking a passion for all things Disney will find little of interest. (20 b&w photos) -- *Copyright ©2000, Kirkus Associates, LP. All rights reserved.*

Review

"Presents Disney culture--so often thought of as a bastion of mainstream, heterosexual family values--in a

fascinating and illuminating new light. *Tinker Belles and Evil Queens* is sharp and rigorously researched work. A veritable alternative history of Disney.”

-Dana Polan, University of Southern California

"In this sprightly analysis of classical and contemporary Disney fare, queer theorist Griffin breaks new ground in media and cultural studies while outdoing right-wing politicians and fundamentalists who see homosexuality everywhere. . . Griffin is careful in building his argument that Disney images have been enormously influenced by gay culture and in showing how gay culture has, in turn, claimed and appropriated those images."

-*Publishers Weekly*

Users Review

From reader reviews:

Gemma Jackson:

Why don't make it to be your habit? Right now, try to prepare your time to do the important action, like looking for your favorite reserve and reading a book. Beside you can solve your problem; you can add your knowledge by the reserve entitled *Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out*. Try to the actual book *Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out* as your friend. It means that it can to be your friend when you sense alone and beside those of course make you smarter than ever. Yeah, it is very fortunated in your case. The book makes you a lot more confidence because you can know everything by the book. So , let us make new experience in addition to knowledge with this book.

Evan Hinson:

This *Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out* are usually reliable for you who want to become a successful person, why. The explanation of this *Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out* can be among the great books you must have is usually giving you more than just simple reading food but feed anyone with information that might be will shock your before knowledge. This book is actually handy, you can bring it everywhere you go and whenever your conditions throughout the e-book and printed ones. Beside that this *Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out* giving you an enormous of experience like rich vocabulary, giving you test of critical thinking that we know it useful in your day exercise. So , let's have it and enjoy reading.

Larry Gregg:

You can find this *Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out* by check out the bookstore or Mall. Just viewing or reviewing it can to be your solve problem if you get difficulties for ones knowledge. Kinds of this guide are various. Not only simply by written or printed and also can you enjoy this book through e-book. In the modern era similar to now, you just looking of your mobile phone and searching what their problem. Right now, choose your personal ways to get more information about your

guide. It is most important to arrange you to ultimately make your knowledge are still update. Let's try to choose correct ways for you.

Elaine West:

Some individuals said that they feel bored when they reading a e-book. They are directly felt this when they get a half areas of the book. You can choose the particular book Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out to make your own personal reading is interesting. Your own skill of reading proficiency is developing when you including reading. Try to choose easy book to make you enjoy to see it and mingle the feeling about book and examining especially. It is to be very first opinion for you to like to open up a book and examine it. Beside that the guide Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out can to be a newly purchased friend when you're truly feel alone and confuse in what must you're doing of the time.

Download and Read Online Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin #5WRMYTZ8U2O

Read Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin for online ebook

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin books to read online.

Online Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin ebook PDF download

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin Doc

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin Mobipocket

Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin EPub

5WRMYTZ8U2O: Tinker Belles and Evil Queens: The Walt Disney Company from the Inside Out By Sean P. Griffin