



# The Disney Fetish

*Seán J. Harrington*

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Long considered a figurehead of family values and wholesome adolescence, the Disney franchise has faced increasing criticism over its gendered representations of children in film, its stereotypical representations of race and non-white cultures, and its emphasis on the heterosexual couple. Against a historical backdrop of studio history, audience reception, and the industrial-organizational apparatus of Disney media, Seán Harrington examines the Disney classics through a psychoanalytical framework to explore the spirit of devotion, fandom, and frenzy that is instilled in consumers of Disney products and that underlie the fantasy of the Magic Kingdom. This compelling study demystifies the unsettling cleanliness and pretensions to innocence that the Disney brand claims to hold.

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