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THE EMPEROR'S OLD GROOVE: DECOLONIZING DISNEY'S MAGIC KINGDOM



Peter Lang Publishing Inc. Paperback. Book Condition: new. BRAND NEW, The Emperor's Old Groove: Decolonizing Disney's Magic Kingdom, Brenda Ayres, Disney's attempt to validate multicultural diversity may appear to be a worthy, even admirable, endeavor. However, the contributors of this book argue that the Disney company's version of multiculturalism is really the same « old groove--a surreptitious colonizing force that manipulates the psychological, cultural, and political identities of consumers, predominantly children. Demystifying the mechanisms and ideals through which Disney manages...

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