


# Understanding Disney: The Manufacture of Fantasy

*By Janet Wasko*

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**Understanding Disney: The Manufacture of Fantasy** By Janet Wasko

Since the 1930s the Walt Disney Company has produced characters, images, and stories which have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children as well as adults?

In this major new book, Janet Wasko examines the processes by which the Disney company - one of the largest media and entertainment corporations in the world - manufactures the fantasies which enthrall millions. She analyses the historical expansion of the Disney empire, examines the content of Disney's classic films, cartoons and TV programs and shows how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides a fresh and comprehensive account of one of the most significant media and cultural institutions of our time.

This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies and will appeal to a wide readership.

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Review
'Janet Wasko's *Understanding Disney* is a comprehensive critical examination of the Disney company and its operations. This is an ambitious, thoughtful and exciting book - one of the most important books in media studies in years, and it deserves the attention of scholars and students everywhere.' *Robert W. McChesney, University of Illinois at Urbana-Champaign.*

'Janet Wasko, one of the foremost political economists of communication, turns her considerable skills and energy to analysing the nearly endless flow of Disney products worldwide. The result is an E-ticket ride for everyone, from general readers to Disney specialists.' *Susan Davis, University of California, San Diego*

From the Back Cover
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About the Author
**Janet Wasko** is Professor of Communication at the University of Oregon, Eugene.

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