



Girl Culture, Global Marketing: Disney enters and predominates in children's television

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Abstract

This paper explores the deployment of children's television by Disney Corporation. Given that Disney is one of the major global media conglomerates, it enters a market with a goal to reach top market share in that market. In the US Disney ascended into that position through a combination of a *tween* focus with a sprinkling of ambiguous and light ethnic inclusivity. The former is a gendered approach, targeting pre-adolescent girls through programming and stars appealing to that newly constructed subject category. The latter uses lightly and ambiguously ethnic actors and characters who can appeal to a broad range of ethnicities without offending mainstream audiences. A major global hit such as *High School Musical* [I, II, and III] foreground both of these strategies.

I am interested in opening up a dialog wherein scholars from Brazil can collaborate with US scholars of Communications, Gender, and Popular Culture in a transnational pursuit of the appeal and strategy of Disney television channel in general and its gendered and micro segmenting of the children category in particular. Avenues of discussion would include a content analysis but I am most interested in the possibility of engaging in audience and interpretation research as the Disney universe is bound to be read differently in a range of national and regional contexts.

More generally, my faculty also has a number of scholars interested in topics of youth and media as well as in transnational studies. This would be a great opportunity to open up a discussion that can lead to collaboration and exchange.

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