

Animation Propaganda: The Hidden Messages in Disney Princess Animation That Affects Children Learning

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Abstract

Previous studies have indicated that animation is an excellent source of propaganda because children love animation. The problem occurs when an animation company utilises interesting animation to persuade children to accept hidden messages without knowing that their minds are in fact have been manipulated while watching it. Besides, the lack of information on animation propaganda in Disney princess animation, in which they are not significantly published by the media has become a problem for this

study in Malaysia. Hence, this study aims to investigate the awareness of Malaysian parents towards hidden messages in Disney princess animation that could harm children's mind. The hidden messages in Disney princess animation were identified using the Video Content Analysis (VCA) and literature review analysis. Then, questionnaire was designed, which includes respondent's background, hidden messages, animation propaganda, and children learning. The questionnaires were distributed to the parents as respondents by employing snowball sampling technique to investigate their awareness towards hidden messages in Disney princess animation using Quantitative Research Method. Consequently, the significant relationship between independent variable of hidden messages and dependent variable of parents' awareness of animation propaganda and children learning has been identified in this study.

Keywords: *Animation, Animation propaganda, Disney princess animation, Hidden messages, Malaysian parents awareness, Propaganda.*

1.0 INTRODUCTION

Animation is the best entertainment for children to gain knowledge through messages communicated in a particular animation. It is believed that the children mostly spent at least two hours every day watching television and it increased during weekends [1]. When children spent more time watching television, the children will follow and get swayed with what they watch on television [2]. Unfortunately, an animation company may use propaganda in order to construct animation films to become more interesting by providing negative messages in its content, in which can be deemed inappropriate for children [3, 4]. During World War II, the government has used animation to spread the propaganda to the world because people can easily understand using animation [5]. It has also been agreed that the animation has been used for the propaganda in order to make the animation more interesting [3]. This propaganda can also be seen in the Disney princess animation [2]. Based on the Socialbakers statistic [6], Malaysia ranking in Disney princess fans consists of ten out of 46 and it increases to 7047 by month

and 381 by week. It shows that, the higher demand of people who feel excited watching Disney animation will give a bigger opportunity to Disney Company to spread the hidden animation propaganda [7].

This hidden message of Disney princess animation has become an issue for all parents in the world, especially in Malaysia where they do not realise the Disney company produces propaganda in their animation [8]. They believe the animation is for fun and entertainment without realising the animation also could corrupt a child's mind in adapting the negative elements in the animation. In Malaysia, these negative elements of Disney animation are not significantly published by the local media, yet academicians themselves are disinterested to expose or may not know about the existence of Disney animation propaganda [2]. Thus, the children are being exposed with the negative contents of animation such as sexual element, profanity, objectionable content, magical element, and violence, which show dangerous behaviours for example fighting or killing [9]. As a result, the animation may corrupt and manipulate the children minds [2, 10].

2.0 REVIEW OF LITERATURE

2.1 Animation Propaganda

Propaganda is an important element in the Disney animation [2]. They use animation to spread propaganda in order to make the animation more interesting [3]. According to Regal, the Disney princess animation becomes a popular throughout the world [11]. This is because, Disney has used the media in promoting animation and gives information such as symbols, images, words, rumours or ideas in order to persuade people to watch their animations and this can be called as Animation Propaganda [12]. Animation Propaganda is information, ideas or rumours, which are being created using animation [13]. According to Taylor, propaganda is the process of persuading people as their target audiences to represent different information from other people, either good or bad [12]. This propaganda becomes a mainstream for the animation company to manipulate the message and ideology. Consequently, this ideology will either to sustain or oppose animation hegemony toward human thinking [14].

Raiti [3] stated that animated propaganda today exists in other forms of media such as simulations on news broadcasts and internet caricatures and adopts a more grass-roots approach on mainstream websites and cable television channels. This has influenced the media images and messages into a widespread around the world [15]. Hassan and Daniyal [16] found the media did not highlight the harmful effects of animations on children and now, the animation is no longer safe for kids due to its adult contents. Thus, more than 50% of the girls mentioned that the media is sending negative messages about their bodies [17]. The negative messages include the unrealistic, unfeasible, and impracticable images of beautiful women [18]. As a result, it becomes a dilemma to young girls in which they are being pressured to be a symbol of perfection and their parents also calling them as a princess [18]. Thus, the media is necessary for animation propaganda to be more effective [3]. Therefore, animation propaganda needs to satisfy global demands [3].

2.2 Hidden messages

Disney princess animation has influenced children's role models and value rather than learning it from schools, religion, institutes and family [7]. According to Regal [11], Disney princess animations taught a social standard to the children. Children, especially young girls, want to be princess and the Disney has created princess or fairy tale heroines by representing their attractiveness, passivity, and tolerance [9, 11]. At the same time, the Disney princess animations created the spirit of ambitious, strong beliefs and fantasies within a girl [19]. It shows, the princess should be young and beautiful to live happily ever after and they need to beware of an old woman who wants to kill them because of their beauty [11]. In contrast, the witches are ugly, consumed by vanity, unredeemable and they must die in order for the princess to be a happily ever after [11].

Disney princess animation also taught children how a princess looked like and how women gained happiness, met a soul mate and lived with the man [11]. This is because beauty is the most valuable asset in a woman [20]. The princess also had always being rescued by a prince and they could not live a happy life without a man's help. Thus, this Disney animation story

had developed a dream of happily-ever-after life to the children especially to girls [18]. Baker and Grauerholz [21] found that, the Disney highlights feminine beauty as the main theme for the Disney princess animation and it promotes how girls might act, think or dress by watching the Disney princess animation such as *Snow White and the Seven Dwarfs* (1937), *Cinderella* (1950), *Sleeping Beauty* (1959), *The Little Mermaid* (1989), *Beauty and the Beast* (1991), *Aladdin* (1992), *Pocahontas* (1995), *Mulan* (1998), *The Princess and the Frog* (2009), *Rapunzel* (2010) and *Brave* (2012) [2]. In 2013, the latest Disney princess animation was *Frozen*.

Contractively, according to Giroux, people have accepted the Disney princess animation as an entertainment to them and it taught audience how to live. People no need to find or justify the meaning within it because there was none [7]. As a result, people try to ignore and still keep on watching this animation, although it contains positive and negative messages to them [22]. They believe that they do not embrace any potential messages from the animation [23]. Parents on the other hand, always think about their own childhood memories when re-watching a Disney animation movie [9].

However, the negative messages in animation are not suitable for children and are not fit to the local culture [4], especially in Malaysia. This is because the feminist perspective study stated that Disney princesses represented an unhealthy lifestyle [24, 25]. Some anime contain negative elements that may corrupt the children's minds such as fighting or killing, presenting dangerous behaviours, magic and slang [10, 26]. Wells also found that Disney movies are very risky to be watched by children because there are too many negative elements that show the hidden messages and symbols in the Disney movie [27].

2.3 *Children Learning*

In Malaysia, the government has taken an initiative to band a dozen of publications each year in order to reduce the negative elements, which could harm the people, especially children [28]. But it is difficult to control all the negative elements in animation [29]. This is because children develop and observe certain actions in real life by watching the animation on television

[29]. It can be seen through learning models and theories by Atkinson and Shiffrin [30], Mayer [31], and Bandura [32]. The models show that the children learn their appropriate behaviour and do follow the behaviour [33]. The children are being exposed to new information by media using their sensory memory of eyes and ears. Then, they will identify whether they are interested or not with that information. If they are interested, it will be stored in their long-term memory. However, if they are not interested, it will be in short-term memory.

On the other hand, the learning theory stated that the media influences children behaviour and it is important for the parents to examine media output for the use of children, especially Disney animations and movies. The theory expresses that children develop and observe certain actions in real life by watching television [29]. With the lack of mental ability to distinguish between reality and fantasy, the children will follow easily from this animated movie [35]. Yet, when people learn to watch animations both for entertainment and useful messages, they will really learn a great deal. Dr Taweessin Visanuyothin, a senior official at the Mental Health Department, stated that good animations can encourage people, especially a child to develop in a positive way [34]. On the contrary, bad animations can hurt children. Therefore, the animation message is important and becomes a medium to exchange ideas and facilitates understanding of the people in order to shape the way of thinking and identity of the people especially children.

3.0 RESEARCH METHODOLOGY

Sentiment classification (SC) determines a positive, negative or neutIn this study, Qualitative and Quantitative Research Methods have been used in order to identify the list of hidden messages in the Disney princess animation. Video Content Analysis (VCA), which is based on Qualitative Research Method, was used in this research. In this VCA, it consists of three processes; feature extraction, structure analysis and video abstraction [36]. The feature extraction is a critical process in which the researcher needs to make a visual content such as text and images in order to extract

the video feature. Then, structure analysis organises the video data by using a table of contents in order to identify the meaning in every scene of the video. Lastly, the video abstraction is the process of creating visual information about the structure of the video, in which it is much shorter than the original video by extraction of keywords or summaries in text document processing.

For the Quantitative Research Method, the data were gathered and analysed through questionnaires by using cross sectional studies. The questionnaire consists of 36 questions with four parts which are Part A: Respondents' background; Part B: Hidden messages; Part C: Parents awareness of animation propaganda; Part D: Children Learning. This questionnaire was only given to the parents who allowed their children watching Disney princess animation series and it used snowball sampling technique where the respondent would recommend the next respondent until the sample size reached 30 in number. The researcher believes that the research objectives could more be easily measured using the outlined methods. Later, the survey of the questionnaire and the result would be analysed based on the following hypothesis.

H₀1: There is no significant relationship between hidden messages such as jealousy, magic, love, freedom, physical appearance, history trust, equality, relationship, believe and fear with the parents' awareness of animation propaganda.

H_A1: There is significant relationship between hidden messages such as jealousy, magic, love, freedom, physical appearance, history trust, equality, relationship, believe and fear with the parents' awareness of animation propaganda.

H₀2: There is no significant relationship between hidden messages such as jealousy, magic, love, freedom, physical appearance, history trust, equality, relationship, believe and fear with the children learning.

H_A2: There is significant relationship between hidden messages such as jealousy, magic, love, freedom, physical appearance, history trust, equality, relationship, believe and fear with the children learning.

4.0 RESULTS

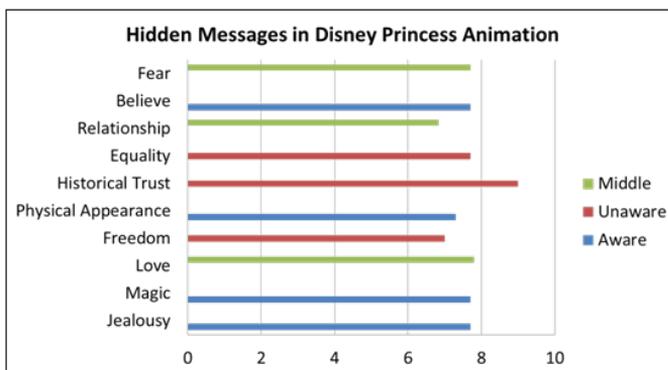
The findings were identified and results of the data using SPSS such as the frequencies and correlations were then analysed in order to investigate whether the parents in Malaysia were aware of the hidden messages in Disney princess animation and whether a child learning would be influenced by watching Disney princess animation.

4.1 Hidden messages in Disney Princess Animation Series

There are 10 hidden messages found from this study. From the results of hidden messages in Disney princess animation series show, the respondents are mostly aware about the hidden messages in category of jealousy, magic, physical appearance and believe. The respondents however are unaware of the hidden messages of freedom, historical trust and equality. Another, love, relationship and fear are in the middle which is unaware and aware of this hidden message. It can be seen in the Table 1.

TABLE 1

Hidden Messages in Disney Princess Animation



4.2 Respondents' Background

Based on the frequency results of the respondents' background, it can be concluded that majority of the respondents are female, 21-30 years old and undergraduate (Diploma/ Degree). The reason for the dominant of this

group was mainly because of the snowball sampling technique. The first respondent of this survey was a female, and she recommended her female friend to answer the questionnaire. The same process continued to the next respondent. Therefore, it influenced the gender, age group and level of education of the respondents in this survey. Because of the same age group, therefore most of the respondents have only 1-2 children with 1-2 daughters. Lastly, majority of their children love to watch Disney princess animation, and they watched it 4-6 times in a month.

4.3 Correlation

In Table 2 and Table 3, the correlation results show that the hidden messages have significant relationship with the parents' awareness of animation propaganda, except for physical appearance. However, this survey results also show that there is no significant relationship between the hidden messages with the children learning, except for history trust and equality.

4.3 Data Pre-processing.

Data pre-processing (as shown in Figure 5) consists of steps taken to collect, clean and choose the data which matched the categories proposed in the adapted model of Jackson and Bradford's (2010) [1] Model.

TABLE 2

Categorization of Hidden Messages Vs Parents Awareness of Animation Propaganda

Categorization Of Hidden Messages Vs Parents Awareness Of Animation Propaganda	Pearson Correlation (0.05)	
	PC	Sig (2- tailed)
Jealousy	.472**	.008
Magic	.450*	.013
Love	.423*	.020
Freedom	.405*	.026
Physical Appearance	.214	.257
Historical Trust	.490**	.006

Equality	.473**	.008
Relationship	.820**	.000
Believe	.619**	.000
Fear	.677**	.000

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

TABLE 3

Categorization of Hidden Messages Vs Children Learning

Categorization Of Hidden Messages Vs Children Learning	Pearson Correlation (0.05)	
	PC	Sig (2- tailed)
Jealousy	.185	.326
Magic	.309	.097
Love	.141	.456
Freedom	.129	.498
Physical Appearance	-.202	.285
Historical Trust	.005*	.979
Equality	.470**	.009
Relationship	.114	.549
Believe	.299	.108
Fear	.355	.071

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Thus, the hypotheses are concluded where:

H_A1: There is significant relationship between hidden messages such as jealousy, magic, love, freedom, history trust, equality, relationship, believe and fear with the parents' awareness of animation propaganda.

H₀2: There is no significant relationship between hidden messages such as jealousy, magic, love, freedom, physical appearance, relationship, believe and fear with the children learning.

5.0 DISCUSSION

To identify hidden messages in Disney princess animation, the researcher has used Video Content Analysis [36] for Frozen animation and previous Disney princess animation series from literature review. In this section, the researcher highlights ten categories of subtopics contain all the hidden messages and there are elaborated briefly with the content analysis results.

5.1 Jealousy

Jealousy is the first element in the Disney princess animation. It can be seen in the *Snow White and the Seven Dwarfs*, *Cinderella* and *Sleeping Beauty*.

In *Snow White and the Seven Dwarfs*, the Queen is always jealous with the natural beauty of Snow White [18]. As a result, the Queen uses poisoned apple to destroy Snow White's life. In *Cinderella*, Lady Tremaine (step mother), Drizella and Anastasia (step sisters) are jealous with the beauty of Cinderella [2]. When Cinderella wants to follow them to a ballroom dance party in the palace, they have torn off Cinderella's dress because they felt jealous of her. In *Sleeping Beauty* also, the beauty of Princess Aurore has lead Maleficent to destroy her life by making her unconscious for a long time until Prince Philip rescues her.

From the literature, the hidden message of jealousy teach children to feel jealous towards their competitors and they need to revenge to those who become their enemies. As a result, they will destroy that people's life. However, through the content analysis of Frozen, there is no element of jealousy in this animation.

5.2 Magic

All Disney princess animations is about believing in magic [2]. It can be seen in Disney princess animation such as *Snow White and the Seven Dwarfs*, *Cinderella*, *Sleeping Beauty*, *The Little Mermaid*, *Beauty and the Beast*, *Aladdin*, *The Princess and the Frog*, *Tangled*, *Brave* and *Frozen*.

In *Snow White and the Seven Dwarfs*, the Queen's mirror can predict the future about the most beautiful woman in the world and the mirror

says it is Snow White [2]. The Queen feels angry and she uses magic and a poisoned apple in order to destroy Snow White's life. Then, only a kiss from a prince can remove this magic curse. In *Cinderella* on the other hand, the fairies use magic in order to change Cinderella's appearance and fulfil her dream to attend a dance party [2]. In *Sleeping Beauty*, the beauty of Princess Aurore has led Malificent to use her magic to destroy the princess's life. In *The Little Mermaid*, Ariel wants to fulfil her dream by changing her appearance using Ursula's magic [2].

In *Beauty and the Beast*, the prince has changed into Beast by the black magic [22]. It is different with *Aladdin* where the main character; Aladdin believes that Genie who is a good wizard will use his magic to fulfil Aladdin's dream [22]. In *The Princess and the Frog*, Dr Facilier uses magic in order to destroy Prince Naveen [2]. In *Tangled*, Gothel uses Rapunzel's magical hair in order to fulfil her dream to become young and pretty [11]. In *Brave*, Merida meets a Jungle witch to solve her issues with her mother. However, the magic has destroyed her mother's life [2]. In *Frozen*, Anna believes in magic when she asks her sister Elsa to fulfil her dream by playing magic with her. However, the magic power of Elsa has destroyed Anna's life by hurting Anna's heart.

From the analysis in the hidden message of magic, the researcher can conclude that, this hidden message teach the children to believe with magic in which the power of magic could predict the future, solve their problems, fulfil people's dreams, destroy people's lives and make dead people alive again.

5.3 Love

Love is everything to people [37]. This kind of love can be seen in *Snow White and the Seven Dwarfs*, *Cinderella*, *Sleeping Beauty*, *The Little Mermaid*, *Beauty and the Beast*, *Aladdin*, *Pocahontas*, *The Princess and the Frog*, *Tangled* and *Frozen*.

In *Snow White and the Seven Dwarfs*, it shows that it is easy for the prince to falls in love with Snow White at the first sight and the kiss becomes powerful when it can make Snow White alive again. In *Cinderella*,

the main character; *Cinderella* is willing to go out at night in order to meet a prince [2]. In *Sleeping Beauty*, the powerful of love kiss between Princess Aurora and Prince Philip has caused the curse be removed. In *The Little Mermaid*, Ariel is falls in love with Eric and she would do anything just to win Eric's heart. In *Beauty and the Beast*, Belle has fallen in love with a man who insults her father [2]. In *Aladdin*, it is easy for Princess Jasmine to fall in love with a man who is a thief [2]. In *Pocahontas*, Pocahontas herself is also easily falls in love with John Smith even though she knows that man and his friends want to destroy her land [11]. In *The Princess and the Frog*, the curse between Tiana and Prince Naveen can be removed by a first and powerful kiss [2]. In *Tangled*, Rapunzel falls in love with a thief after the thief rescues her and fulfils her dream [11]. In *Frozen*, Anna is falling in love with Prince Hans although he just met that man for one day. However, Anna has saved Elsa's life when Prince Hans wants to kill her. As a result, the true love of siblings has save Anna from death and then, the frozen heart is melt.

From the analysis, the hidden message of love teaches the children that they can easy fall in love with a man in order to protect their family, although that man insults their family, a violent man or a thief. Then, it also teaches that the children can break the magic curse or spells using a powerful kiss.

5.4 Freedom

People love freedom [2]. In the Disney princess animation such as *Cinderella*, *Aladdin*, *Brave* and *Frozen*, there is a negative element of freedom which the children might tend to follow.

In *Cinderella*, Cinderella has the freedom to go for a date with the Prince until midnight [2]. In *Aladdin*, Princess Jasmine has run away because she wants freedom and she meets Aladdin at nights [2]. In *Brave*, Merida wants freedom when her mother has forced her to follow her mother's instruction [2]. In *Frozen*, Elsa's parents have controlled her freedom by prohibit her to meet people. At the end, she chooses to run away and to be free.

From the content analysis, there is a negative element of freedom in the Disney princess animation that might cause the children to follow. The animation teaches the children indirectly to gain their freedom by running away from home if there are restrictions in one's life and demands not to follow their parents' opinion. Besides, they can simply go out to meet their friends at night.

5.5 Physical Appearance

Beauty and a perfect body are one of the sexual identities in physical appearance [18]. It becomes a key success in a woman's life if they can win a man's heart and receives more attention from a man [38]. The Disney princess animations which show the element of physical appearance are *The Little Mermaid*, *Aladdin*, *Mulan*, *Tangled* and *Frozen*.

In *The Little Mermaid*, Ariel has changed her physical appearance and transformed her body into human because she falls in love with a human; who is Eric. In *Aladdin*, Princess Jasmine shows sexual element in her identity because she is forced by Jaafar to become a belly dancer and wears sexy clothes [39]. In *Mulan*, Mulan has changed her appearance into a man in order to fight in war and obtain a successful life. In *Tangled* on the other hand, Gothel uses Rapunzel's magical hair in order to change her old physical appearance into a youthful and beautiful looks [11]. In *Frozen*, Elsa has changed her appearance in order to leave her past and to be more successful in her life.

From the content analysis and literature, the hidden messages of physical appearance teach the children indirectly to wear sexy cloth and change the original identity in order to attract a man and to obtain a successful in their life.

5.6 Historical Trust

It is easy to teach and educate young children using media such as animation especially learning history. However, when the animation has changed the history, it will confuse them between the animation and the real story [2].

For example, in *Pocahontas* the animation has changed the original story by portraying the hero of this animation; John Smith as a gentleman. However, in the original story, John Smith is actually rough and aggressive [2].

From the literature, the animation has successfully changed the character of John Smith from the history of the real story. By using animation, the children are going to remember the wrong history in their learning process and it will become a long term memory. However, there is no element of historical trust in *Frozen* animation.

5.7 Equality

Equality brings the meaning of two things which are balanced or same [40]. In the Disney princess animation, there is an element of equality where the people are treated and considered possessing the similar quality or level with animals. On another perspective, a woman is considered powerful if she possesses a skill similar to a man's, and for that, that woman will be respected by all. This element can be seen in *Pocahontas*, *Mulan*, *Brave* and *Frozen*.

In *Pocahontas*, her people who are native people, are being described as having the same status with animals by the white people [41]. In *Mulan* on the other hand, Mulan herself has the skills which is same as a man's skills. She saves China and the Huns Emperor, only then she gains the respect from them [18]. In *Brave* however, the Queen is powerful and all of her people should follow the Queen including the King of Fergus [2]. Furthermore, Merida gains the respect from the people after she proves to be good in archery which this is a man's skill at that era. In *Frozen*, Elsa is considered powerful than man as she has a magical power and she kept her power from the people's knowledge.

From the analysis, this hidden message teaches children to interpret new people by describe someone status with animals in which they should not judge people based on the status.

5.8 Relationship

In the Disney princess animation, the relationship with family and people become an important element as well to the animation [11]. However, as far as family relationship is concerned, this animation has shown the negative messages about the relationship to the children [2]. There is a difference between one person to another in a way that only a beautiful woman deserves to get the attention from other. On top of that, there is an evil and dangerous step-mother, where it misleads viewers to disrespect the elderlies. Then, the connection with people is limited and sometimes they leave and disobey their family if the family is against their dreams. They also ignore the siblings and people needs to be alone. It can be seen in *Snow White and the Seven Dwarfs*, *Cinderella*, *The Little Mermaid*, *Beauty and the Beast*, *Aladdin*, *Brave* and *Frozen*.

In *Snow White and the Seven Dwarfs*, the relationship between Snow White and her stepmother who is the Queen is not good because the Queen is jealous and wants to kill her. In *Cinderella*, the relationship between *Cinderella* and the stepmother and two other stepsisters are not good as well because, they are jealous of *Cinderella*'s beauty [18]. In *The Little Mermaid*, the relationship between Ariel with her family is not good because Ariel have disobeyed her family's rules in order to fulfil her dream to be a human. In *Beauty and the Beast*, Belle receives an attention from people because she is beautiful [38]. In *Aladdin*, Princess Jasmine leaves and disobeys her father in order to fulfill her dream to get her freedom [2]. In *Brave*, the relationship between Merida and her mother, Queen Elinor is also not in good terms because she does not want to follow her mother's opinion [2]. In *Frozen*, the relationships between Elsa and Anna, as well as with the people are not good. She ignores her sibling who is Anna. This is due to her magical power which needs her to limit her connection with other people. As a result, she runs away and prefers to be alone.

From the analysis, there is a barrier between step family members and it might influence the perception of children about stepmother or siblings. The animation has also demonstrated there is a normal scenario whenever a person has bad relationship with her family member and parents.

5.9 Believe

People should not believe or trust a stranger such as a man whom just met [2]. This is because, it is dangerous to trust an unknown person and at the same time one should not always depend on a man. This element of hidden messages can be seen in *Snow White and the Seven Dwarfs*, *Cinderella*, *Tangled* and *Frozen*.

In *Snow White and the Seven Dwarfs*, Snow White lives with strangers and she depends on a prince to save her from the evil Queen [11]. In *Cinderella*, Cinderella depends on the prince in order to make her life happy [18]. In *Tangled*, Rapunzel depends on a man who rescues her and fulfils her dream even though that man is a thief [2]. In *Frozen*, Anna meets a stranger, Kristoff and she depends on that man in order to help her to find Elsa.

From the analysis, the hidden messages of believe teach the children indirectly to believe someone who is just met. The character of princess who believes a man at first sight and stay with a group of men who are dwarfs has negatively influence on children mind. Besides, all the princesses depend on princes to help them and it give negative perception and mindset that a woman has to depend on a man.

5.10 Fear

People who have the fear and feel ashamed can isolate themselves from everyone [42]. Thus, it becomes a danger to them if they cannot control these feelings. This fear can be seen in *Frozen* Disney princess animation. In this animation, Elsa is afraid and at the same time is ashamed with her life because of her magical power as she could not control her power. As a result, her power becomes a danger to others and she needs to hide herself from them.

From the analysis in the hidden message of fear, the researcher can conclude that, Elsa has isolated herself from everyone include his sister, Anna. This hidden message teach the children to hide and isolate themselves wherever they are fear of something or ashamed of themselves.

Thus, Table 4 shows the content analysis results for all categorization of hidden messages in Disney princess animation.

TABLE 4

Content Analysis Results for All Categorization of Hidden Messages In Disney Princess Animation

No.	Hidden messages in Disney princess Animation	Description
1.	Jealousy	It teaches children to feel jealous towards their competitors and they need to revenge to those who become their enemies. As a result, they will destroy that people's life.
2.	Magic	It teaches the children to believe with magic in which the power of magic could predict the future, solve their problems, fulfil people's dreams, destroy people's lives and make dead people alive again.
3.	Love	It teaches the children that they can easy fall in love with a man in order to protect their family, although that man insults their family, a violent man or a thief. Then, it also teaches that the children can break the magic curse or spells using a powerful kiss.
4.	Freedom	It teaches the children indirectly to gain their freedom by running away from home if there are restrictions in one's life and demands not to follow their parents' opinion. Besides, they can simply go out to meet their friends at night.
5.	Physical Appearance	It teaches the children indirectly to wear sexy cloth and change the original identity in order to attract a man and to obtain a successful in their life.
6.	History Trust	It teaches the children to remember the wrong history in their learning process and it will become a long term memory.

7.	Equality	It teaches children to interpret new people by describe someone status with animals in which they should not judge people based on the status.
8.	Relationship	It teaches children the barrier between step family members and it might influence the perception of children about stepmother or siblings. It also demonstrated there is a normal scenario whenever a person has bad relationship with her family member and parents.
9.	Believe	It teaches the children indirectly to believe someone who is just met and stay with them has negatively influence on children mind. Besides, it also gives negative perception to children that a woman has to depend on a man.
10.	Fear	It teaches the children to hide and isolate themselves wherever they are fear of something or ashamed of themselves.

* *Correlation is significant at the 0.05 level (2-tailed).*

** *Correlation is significant at the 0.01 level (2-tailed).*

Finally, the aim of this study was to investigate the awareness of Malaysian parents towards hidden messages in Disney princess animation that could harm children’s mind. For this purpose, the researcher has used snowball sampling by giving the questionnaires to 30 respondents. They were parents who allowed their children to watch Disney princess animation. In the questionnaire, there were 36 questions, which consisted of respondents’ background, hidden messages, parents’ awareness of animation propaganda and children learning. The results of data surveyed using SPSS such as the frequencies, and correlations have been analysed.

Based on the survey results, there is a significant relationship between parents’ awareness of animation propaganda and the hidden messages. This means, the parents in Malaysia are aware of the hidden messages of Disney princess animation. This result is aligned with literature [7, 23, 43], which stated the Disney princess is just a family entertainment and they do not practice any message observed from that animation. However, this result

is contrast to the previous study [2], which stated that Malaysian parents were not aware of the hidden messages in Disney animation. Thus, this survey result showed that the respondents, who were also the parents in Malaysia, were at that time of the study aware with the hidden messages of Disney princess animation.

From the children learning perspective, the second result shows that there is no significant relationship between children learning and the hidden messages. It means, the children learning is not influenced by the hidden messages. Based on the survey, the parents believed that the Disney princess animation did not affect the children learning. It is supported by Toth [44], whose stated that the parents believe the Disney princess animation is an animation for their children in which the children did not need to find the meanings because there are no hidden messages in that animation. However, it is contrast to the literature perspective in Atkinson and Shiffrin [30], Mayer [31], and Bandura [32], which stated that the children learning can be influenced through media such as animation in which the children will gather the information and then interpret it into their own understanding. Thus, they will follow and respond to what they watch. Despite the fact that children learning has no significant with hidden messages, the parents mostly agreed that children learning influenced their children's action after they watched the Disney princess animation, Frozen. The parents admitted that their children reacted according to the scenes in Frozen and then purchased Frozen related items. It is supported by Maity [18], who believes that when the children watch animation, they will learn and discover the knowledge. Then, when they are interested with that information, it will become their long term memory. This is because, people learn through observation and they will follow easily whether it gives positive or negative information to them [32]. Thus, it gives an opportunity to animation company indirectly uses animation as a medium for propaganda and they are able to propagate the information easily either whether that information is good or bad to children [3, 12]. However, Defife [23] argued that the children do not practice the animation messages and actions.

The survey result also shows that children learning was not influenced by hidden messages except historical trust and equality. The historical trust aligns with Maity [18], who stated that the changes of the animation history will strongly influence the children learning and become their long term memory. This is because the knowledge they receive from the history will make the children interested to know more. Asawarachan [9] also stated that animation becomes an education tool for children to learn and improve their English language proficiency. However, when the history is changed, the animation company will start to receive critics from various parties in which the changing of the original history may cause the children receive untrue information and it will affect the next generation [45]. In terms of equality, it also aligns with Maity [18], in which the survey result shows that the respondents agreed that their children were being influenced by this hidden message in terms of competition with a man. This is because, most of the female respondents agreed about the equality concept between a man and a woman.

6.0 CONCLUSION

As a conclusion, the children learn through observation when they watch animation, they may use their eyes and ears in order to receive new information. This will give an opportunity to animation companies to persuade children to accept hidden messages and information in the animation by producing interesting entertainment to children. In this study, the animation propaganda was the Disney princess animation. As a result, the parents should be aware that hidden messages could harm the children's minds because they could identify these hidden messages based on children learning model.

7.0 REFERENCES

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