

當兒童遇見花木蘭：迪士尼文化行銷對兒童價值觀的影響

When child meet Hua Mu Lan : Disney culture marketing to child values influence

發表者：朱憶庭

指導老師：戴伯芬

隨著全球化的擴展，台灣隨處可見到各式各樣迪士尼經典人物的影子，迪士尼相關的商品隨影像傳播的作用，成為全球消費文化研究矚目的焦點。雖然迪士尼相關研究很多，然而分析批判都是以成人的觀點去看待，兒童做為迪士尼主要的消費者，迪士尼商品文化對於兒童價值觀與規範的形塑與影響的相關研究卻闕如。

媒體在兒童社會化過程扮演日益重要的角色，迪士尼文化對於兒童的影響是本研究的重點，本研究將以訪談的方式進行，藉由兒童觀看迪士尼動畫電影—花木蘭之後，以兒童觀點詮釋故事內容與人物，從而理解兒童眼中的迪士尼世界如何反映孩童的價值觀與規範。

此研究的完成將有助於從兒童角度拓展迪士尼文化分析，也能使家長瞭解媒介對於兒童社會化的角度，陪伴兒童選擇適當卡通並適時教導應有價值觀。

Accompanying with globalization, we find Disney classical characters everywhere in Taiwan. The Disney commodities spread with the new media. Although there are many studies about Disney, their analyses are from adult's viewpoint. Since children as the main consumers of Disney commodity, few studies notice how Disney culture shapes children's values and attitudes thinking.

The media in the socialization process of children plays an increasing important role. This study intends to explore the Disney culture on children. This study will carry on by interview. From the viewpoints of different sex of children who are asked to watched the Disney animation movie - Hua Mu Lan and answered the questions the influence of Disney can be evaluated. By interviewing children, we can understand how Disney world impact children's value.

This study will help develop not only the Disney culture analysis from the children's angles, but also make the parents to understand them and accompany the children to choose the suitable cartoon and for teaching them the right values.