

ウォルト・ディズニーのコミックスと
ストーリーズによるアメリカの価値観の研究
—ウォルト・ディズニーコミックスとアメリカの価値観—

カウル・マンジート

A Study of American Values Expressed in
Walt Disney's Comics and Stories

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要旨

本稿では、アメリカの価値観をウォルト・ディズニーのコミックブックスのストーリーズにより示している。主にダック（ドナルド・ダック、アンクル・スクルージなど）の世界とミッキー・マウスのストーリーズに焦点を当てている。調査の結果、ウォルト・ディズニーのキャラクター、漫画、映画、テーマパークとアメリカや他の地域での人気に関係していた。また、アメリカのある価値観がアメリカの別の価値観と競合している可能性がある特定のケースを分析した。

Key word : American values, Walt Disney, Comic books and stories, Disney characters, Donald Duck and Uncle Scrooge

1. Introduction

This thesis deals primarily with Walt Disney comic book's stories, and the cartoon characters that appear in them like Donald Duck, his three nephews (Huey, Dewey and Louie), and Uncle Scrooge (or Scrooge McDuck). These comic book characters have achieved an enduring popularity worldwide, including in South Asian countries like India in the 1990s and

2000s. For research purposes, Walt Disney's comic books and stories were considered. There were many short animated features on YouTube, one was an Academy Award-winning Donald Duck cartoon from 1942, an anti-Nazi propaganda film called "Der Fuehrer's Face". This short film and others clearly indicated the wartime propaganda value of these short films for America's war effort in World War II, and that the impact went beyond just entertainment. But, also, to be effective propaganda tools they would have had to reflect mid-20th century American values, and that these values would have also had to have been part and parcel of the comic book stories, too, otherwise there would have been little propaganda value in using Donald Duck to promote the United States war effort in World War II.

1.1. American values

As for American values, many authors have written about them, but for this thesis certain of those values identified by Althen, Doran and Szmania (2003:3), for reasons explained in the literature review, will be taken as representative. They argue that American values include individualism, freedom, competitiveness, privacy, equality, informality, positive attitudes toward the future, change, progress, a belief in the goodness of humanity, and a respect for time, achievement, action, work, materialism, directness and assertiveness.

1.2. Walt Disney

Walter Elias (Walt) Disney was an American entrepreneur, a legendary figure in the history of American cartoons and a Hollywood pioneer of animated films. He may be credited with the creation of Mickey Mouse, the popularization of short animated films (popularly known as cartoons in America), a pioneer of full-length animated movies (his immensely popular *Snow White and the Seven Dwarfs* being the first) and the founding of a chain of amusement parks bearing his name all over the World. Walt Disney co-founded Walt Disney Productions with his brother Roy, a business enterprise that has since become a giant famous motion picture company (Biography.com 2017).

1.2.1. Walt Disney's Comic books and Stories

In the beginning (1935), Walt Disney's Comics and Stories was only the small part of the Mickey Mouse Magazine. However, by 1940, comic books of different titles and heroes were becoming popular, so Walt Disney switched from Mickey Mouse Magazine to the Walt Disney Comic Books and Stories. Mickey Mouse Magazine had run for 60 issues with the last issue being published in September 1940 (volume 5 No.12). The first full-length Walt Disney's Comics were published by 'Dell and Gold Key Publishers' until the 1980s. The first Walt

Disney's Comics and Stories were simply reprinted comic strips from the Mickey Mouse Magazine. However, from issue no.31 onwards Donald Duck Stories, which proved to be reader favorites, began and ran for many years (Jourdain: 2017). Comic books became a major source of entertainment for children before the appearance of television and, then later, video games (Thomas 2006:3).

2. Methodological issues

2.1. Research question and hypothesis

The research question of this thesis is to show how Walt Disney's Comic Books reflect mid-20th century American values. A subsidiary research question is how the American values illustrated in the Walt Disney's Comic Books sometimes clash with one another. The hypothesis upon which work on this thesis is based, is that any (national) culture is made of certain values, beliefs and assumptions which everyone learns from parents, relatives, friends, society, and from communication tools such as TV, the internet, newspapers, school, books, etc. The assumption is also made that a qualitative analysis might provide suggestive results.

2.2. Data classification

25 Walt Disney Comic Book's stories originating from 1946 to 2001 in terms of their copyright year were chosen. In certain cases, these represent republication as the range of years in which the comic books from which the stories were taken is only from 1984 to 2013. That stories dating to the 1940s could be reprinted 40 or more years later would indicate certain stability for the way Americans view American values that are represented in these stories. A conscious effort was made to find comic book stories from earlier years in order to reflect more fully the impact of Walt Disney himself who can be seen as an icon of what has been identified elsewhere in this thesis as core American values.

A thorough reading of all the stories, as was done for this thesis, shows that individual stories often illustrate more than one of the so-called American values. Moreover, it is of interest that a fairly common aspect of the stories is that one or more of the American values will be found to be in conflict with other American values.

3. Literature survey

Walt Disney's Defense of American Culture (2003), a dissertation by Sarah Padilla of Weber State University, is an important contribution to the study of Walt Disney and his staff to the American war effort during the WWII. In it, author argued that the Walt Disney studios did work which reflect such American values as equality, individualism, hard work, innovation and

progress, enthusiasm, self-reliance, patriotism, sense of duty and family. It further argues that Walt Disney actively aimed at creating entertainment that would appeal to both children and adults and would bring families together. His message was the hard work and self-reliance would allow all men or women to have a chance to have fun and be happy. Padilla justified her conclusions with data extracted from journals, short films, movies, TV series, magazine articles, internet sources, newspaper articles, books, and DVDs. Where Padilla's work shows some weakness is a lack of discussion of problems faced by Disney studio after World War II due to the very success of Walt Disney movie promotion of patriotism, nor does it cover the payment issues encountered by Disney for services rendered to US authorities.

In the thesis *Walt Disney as the Icon of the American Popular Culture* (2016), I. L. Wantasen argues that American popular culture entertainment involves movies, music, television programs, video games, internet and so on and that the Walt Disney Studio's contribution to this, through its comic books, movies, films, cable, satellite and radio channels. Discussion of gender and family issues involves such animated films as *Snow White And The Seven Dwarfs* (1937), *Cinderella* (1950) and *Sleeping Beauty* (1959). This study also discusses Walt Disney's contribution to American family entertainment through his theme Parks and resort hotels, which emphasize safeness, cleanliness and providing a happy environment. Wantasen does not touch upon the problems Disney faced after World War II due to his studio's promotion of patriotism during the war. Although Wantasen mentions individualism, time, personal space or privacy, he does not go into details, rather he focuses on technology and materialism, discussing the vast wealth Walt Disney's business ventures generated and his love of technology. Moreover, Walt Disney's dedication to his work until his death is portrayed.

R. W. Belk in the thesis named *Material Values in the Comics* (1987) refers to various comic books including Uncle Scrooge and others to explain the American value of materialism. This study gives both a qualitative and quantitative analysis of wealth and shows the significance it has among Americans. On the other hand, M. J. King in the thesis named *Disneyland and Walt Disney World: Traditional Values in Futuristic Form* (1981) discusses the futuristic and artificial nature of Disneyland in the context of and its impact on the American values of taking a vacation, of travelling, of the importance attached to family life. None of the preceding studies mention the conflicts among the American values to be seen in the Walt Disney films or cartoons.

Talking about the American values published, individualism is said to be a very important value for Americans, who are taught from their childhood that only they should be responsible for their own actions and destinies and no one else (Althen, Doran, & Szmania 2003: 5). This value is not universal, however. In India, for instance, youngsters are dependent on their parents even when they are in the university and parents expect their children and children's spouses to

take care of them when they grow old, as living separately from one's parents after marriage with no good reason is considered irresponsible and selfish (op. cit.).

Americans also are thought to always be competing with others, whether in society, at the job, or in school. Competition may be thought to begin at an early stage of life and continues all of one's life. This, too, is not universal. One need only think of Japan where direct competition among one's peers is often discouraged.

Americans believe in the right to privacy and private space. Most American parents provide separate bedrooms for their child (even when an infant) where the children can keep their own things, books, toys and so on. American houses and offices are open and seem inviting but according to Althen, Doran, & Szmania (2003:13) their minds have certain boundaries beyond which no one is allowed to go. In certain Asian cultures, on the other hand, the area of private space people consider necessary is much smaller, as kids or children sleep with their parents. Kids don't have separate rooms until marriage in some cases (loc. cit.).

Americans assume that every one is created equal and that all people should have equal rights and, unrealistic as it might be in practice, that a person from any region or society can achieve success in life and every person deserves respect at the same level. But sometimes this value clashes with other things they hold important, because it is often violated in favor of racial discrimination or social class. Males and females are also considered equal but a woman is often paid less than a man for the same work. Moreover, family background or possessions definitely matters in America, too, when it comes to giving others opportunity (ibid. 14).

Value being placed on equality, on the other hand, does not seem to be as prominent in Indian and Japanese Society. In India, in schools or offices, usually 'sir' or 'ma'am' is used to elders or to one's Boss or seniors. In Japan, they usually call people by their family names, adding 'san' to express respect and politeness. In the schools and hospitals, Japanese call the teachers and the doctors as 'sensei' and in offices, designations are often used instead of the family name + san which would be used for most other individuals. Additionally, the very polite 'sama' is added to the family name of the customer in every field of business.

With regard to 'informality', Americans typify this trait, generally giving the appearance of being casual and friendly with everyone. They profess to believe that everyone is valuable, and their conversations develop accordingly. They do not generally use special designations in addressing each other. Not only the speech, but their public dress and body language is relatively informal as well (ibid. 16).

The future and change is something Americans are more concerned about than the past and history. As a people, they are always looking forward to the future. They believe that they can control the future or at least influence it by the deeds they do in the present. It is applauded when

people set aims for the future and work hard to achieve those aims (ibid. 18).

Americans assume that change is something good. New is better than the old. They trust in their ability to bring about a change in the social or physical situation around them if they want to. “The difficult takes a while, the impossible takes a little longer” is the popular saying in America (ibid. 19).

In Japanese, on the other hand, the word which is usually translated as “difficult” is actually often used to indicate that something would take too much effort to accomplish and is, therefore, practically speaking, impossible.

Americans, until quite recently, were said to believe in the goodness of humanity, that humans should be basically kind and nice to others and themselves. Though it is no longer so evident nowadays in the present domestic political situation Americans face, they believe that people can be educated to encourage people to do good deeds and to avoid many anti-social activities (ibid. 19).

Americans believe in the primary importance of time, as is exhibited in certain phrases such as (1) Time is running out, or (2) Don’t waste (or kill) time, or even (3) Time is Money. They are punctual and respect other persons’ time, as they know time is an important factor for all (ibid. 22). In this sense, Americans resemble Japanese, but not people living in the Indian subcontinent who are relatively easy going, time killing creatures.

Americans admire hard workers and like high achievers very much, and achievement is admired at home, in the schools and elsewhere (ibid. 24). As such, work is very important and the money earned is spent on material things, making Americans, in this sense, similar to Indians who believe that material wealth is a measure of status.

Regarding ‘directness and assertiveness’, Americans are known for being friendly, open, frank, direct and assertive. Moreover, they want others to be the same way. When settling things, they prefer to talk to the concerned person directly with no mediation being necessary. But Americans avoid directness when they know it might hurt or offend another person (ibid. 27). Indians also value directness, but tend to be too direct and not to worry about whether what they say hurts others or not.

Of course, there are others who write about American values. Datesman, Crandall, and Kearny (2005:28) discuss that during the 1700s, the values that became prominent in America were individual freedom, equality of opportunity, material wealth, hard work, competition and self-reliance. According to these writers, the United States was a land of opportunity, that brought immigrants from different parts of the world to America and that for all Americans the six basic values mentioned immediately above became ingrained in the American character (ibid. 29). Thus, in America, people still believe that every individual has equality of opportunity,

but that to earn that opportunity, they must compete with others in the race to prove their worth (ibid. 30). Likewise, concerning material wealth and hard work, these authors maintain that for Americans, social status is measured by the units of material wealth or by the possession of material things and that hard work justifies the acquisition of material wealth (ibid. 32).

In fact, Datesman, Crandall & Kearny, themselves, realize that reality is often different, that equality of opportunity is an ideal, but not always carried out in practice and that those rich family backgrounds have a distinct advantage in life. Moreover, they recognize that immigrants usually face the problems of discrimination for being immigrants in addition to facing discrimination based on the race, gender, social background and so on. Although they conclude that not all American values are always put in practice, but they still maintain that many Americans believe in them and try to follow them to some extent or other in their daily lives (ibid. 34).

There are yet other measures of American values. For instance, according to the Andrews University School of Business website (accessed 16 Aug 2017), American generally have ten core values, which are listed as individualism, equality, materialism, science and technology, progress and change, work at the expense of leisure, competition, mobility, volunteerism, action, and being achievement oriented. This list may be compared with that of the Spindle Publishing Company website (2004), where an article named ‘An Adventure in American Culture & Values’ by Marian Beane lists the above American values, plus an additional two, being “privacy”, which should be practiced, and “time” which should be made the best use of (Spindle Publishing Company 2004).

But is there really any such thing as an American value? In an article called *The Values Americans Live By*, Kohls argues that Americans could have a hard time in listing American values, since every person is unique by their nature and behavior (Kohls 1984). Nevertheless, the author then goes on to list 13 American values, which are personal control over the environment, change as a positive condition, time as something to be controlled, egalitarianism, the individual’s right to privacy, an emphasis on self-help, competition and free enterprise (which is quite similar to India), future orientation, action / work orientation, informality, directness as a function of openness and honesty, practicality and efficiency, and materialism as a function of acquisitiveness. American values listed immediately above are explained in terms of viewing life positively and trying to take one’s life to a higher stage of comfort and leisure, as a result of one’s own hard work (op. cit.).

On the other hand, in another article by a different author, there is an argument that American values like freedom, independence, family, God, freedom of religion and so on are fading out and that there is a conflict among these values due to the fact that the American poor

are getting poorer and the rich are getting richer. Faith in God still remains, but at the same time, hatred to others with different beliefs and religions seems to be growing (Reel 2005).

4. Synopsis of the Comic book's stories covered

4.1.1. *Kites* (1946)

The story *Kites* (1946) represents the values of action and achievement. Donald Duck took action to be the world's greatest kite maker and he proved it somehow. On the other hand, this story conflicts with the value of individualism because his active three nephews interfere with Donald Duck's plans to plant cabbage where they were suppose to play everyday.

4.1.2. *Getting the Bees-ness* (1947)

In the story called *Getting the Bees-ness* (1947), many American values can be seen, like achievement, hard work, competitiveness, and devotion to future goals. This story shows how Donald Duck's values of achievement, competition and striving toward future goals in his pursuit of a "best garden" competition violate goals his three nephews, the values of individualism and equality.

4.1.3. *Santa Claus Bandit* (1948)

Likewise, Mickey Mouse is always shown as a hard worker, as someone possessed of humanity, who is always helping others to solve their problems. In *Santa Claus Bandit* (1948) Mickey Mouse helps a police chief in finding a mysterious thief who, instead of stealing money, puts money in the banks. However, this story clashes with the value placed on privacy.

4.1.4. *The Mines of King Solomon* (1957)

In this story, a belief in material wealth as a measure of status is strongly manifested by Walt Disney cartoon characters, but in particular by Uncle Scrooge (Scrooge McDuck) who is the richest of all the Disney characters. Characteristically, Scrooge McDuck is a miser as well. He is shown in this story, as forcing Donald Duck and his nephews to help him for free so the value of equality is violated. In the same story, however, Donald Duck's three nephews, Huey, Dewey and Louie are shown as hard working boys, who study hard, play hard and are always trying hard to learn new things.

4.1.5. *The Big Search* (1958)

In the story named *The Big Search* (1958), the value of hard work is portrayed in the guise of Donald Duck, who works as a barber owning his own shop. He gets an eviction notice from

the city office to vacate both his shop and his house too in order to make way for a new freeway. Though temporarily homeless, Donald manages to make money and get a new place to live, illustrating the value of hard work.

4.1.6. *Knights of the Flying Sleds* (1959)

Knights of the Flying Sleds (1959), shows the values of action and freedom by means of the three junior woodchucks Huey, Dewey and Louie. But this story clashes with the value of freedom for others and the value of individuality, since, in the process of their pretending to be knights, they create problems for Donald Duck and their neighbors.

4.1.7. *Pet Competition* (1960)

For Disney characters, competition leading toward the development of jealousy is a common phenomenon. In *Pet Competition* (1960), Mickey Mouse's pet Pluto (a dog) is in competition with Snowflake (a Pony won by Morty and Ferdie, Mickey's nephews, at the county fair). Pluto is jealous of Snowflake's stall, which was big compared to his own small doghouse. When they realize this, however, Morty and Ferdie put Pluto's house at the top of a high stairway from which Pluto could look down on his competitor, thus protecting Pluto's feelings.

4.1.8. *Ducking Out* (1965)

The story named *Ducking Out* (1965) shows the values of family and hard work. In this story, Uncle Scrooge is visiting Grandma's farm with Donald Duck, Huey, Dewey and Louie. But his main aim for visit is to get his two dollars, which Grandma Duck owes to him. The story beautifully illustrates the value of family and hard work. On the other hand, Scrooge McDuck wanted his two dollars back from Grandma, though this conflicts with the importance that should be put on family and leisure time, where the two dollars should have been a gift and not a loan, something that Donald Duck tries to convince Uncle Scrooge of.

4.1.9. *The Giant Robot Robbers* (1965)

The Giant Robot Robbers (1965) illustrates the emphasis Americans supposedly place on technology and science in the expectation that it will make the future a more comfortable place to live in. However, the conflict in the story is between individualism and equality.

4.1.10. *The Foot Brake Fiasco* (1979)

Again materialism can be seen in the story named *The Foot Brake Fiasco* (1979), where Scrooge McDuck possesses a big Velocipede V-12. However, he gets free car services like a

thousand-mile checkup from Gyro Gearloose as Gyro is fond of doing repair services and playing with new cars. This particular story clashes with the value of individual worth and the equality of individuals, as, even though Gyro is fond of cars, he should have been paid for his services, something that no one does.

4.1.11. *Pushbutton Camping* (1980)

Gyro Gearloose is an inventor, who helps the others by inventing new things that benefit them. In the story named *Pushbutton Camping* (1980), he uses a disposable rocket-pack unit for landing in the mountains. This story shows the values of technology, leisure and mobility put into practice. However, it clashes with the work ethic of the three junior woodchucks. They were out to explore the nature based on skills that had taken the time and made an effort to learn.

4.1.12. *The Cat's Meow* (1980)

Mickey Mouse is the symbol of goodness of humanity in the story *The Cat's Meow* (1980) where Mickey Mouse helped police chief O'hara in finding a nighttime robber with the support of Goofy.

4.1.13. *The Cloud Hopper Story* (1980)

In *The Cloud Hopper Story* (1980), a story placing value on the future, on change and progress, and action and achievement, Donald wants to go into business.

4.1.14. *The Dude Farm* (1980)

The Dude Farm (1980) shows the value of work and leisure and family and shows a clash with the value of individuality (Donald's right to live his life in his own way).

4.1.15. *The Flitter-Twitter Bird* (1980)

In another story *The Flitter-Twitter Bird* (1980), Huey, Dewey and Louie exhibit the values of hard work, action, mobility and individualism when they go out for an adventure looking for new or unknown species of animals.

4.1.16. *The Gold Brick* (1980)

This story comments on the value of hard work. But this story clashes with Donald's right to have a life of his own (the value of individuality).

4.1.17. *Weighty Winners* (1980)

This story shows that Huey, Dewey and Louie are hard workers and achievers by winning the top award in weight lifting in twelve different categories. However, at the start of the story, the value Americans place of rule of law is shown as being more important than their rights as sports event winners.

4.1.18. *The Inventors' Picnic* (1981)

The story *The Inventors' Picnic* (1981) is a good example of the value placed on science and technology. In the story, one sees Gyro's right to privacy violated, when Scrooge McDuck disturbs Gyro even when the door sign indicates Gyro is busy. Scrooge McDuck barges in, saying that time is money and that he can't wait till tomorrow.

4.1.19. *Cornelius' Oak Tree* (1983)

In the story named *Cornelius' Oak Tree* (1983), Uncle Scrooge is the model of materialism again. This story shows the value Americans seem to put on materialism. Moreover, Uncle Scrooge is uncooperative toward public rights and is unwilling to take history into consideration. In this story, Uncle Scrooge is too much individualistic and uncooperative with others. Also, the story shows a clash with the value Americans are said to place on informality and on treating everyone equality. It seems significant that both the architecture and Scrooge add Mr. to each other's names when talking with one another.

4.1.20. *The Tides Turn Part I* (1983)

The value of equality, directness and informality conflicts with each story involving Scrooge McDuck, the ultimate materialist, as far as his relations with his employees go.

4.1.21. *Happy to Meet You* (1993)

This story illustrates the value Americans are supposed to place on time management, competition, action and achievement. The clash comes with Scrooge's competitive spirit in opposition to the spirit of volunteerism. Though Scrooge is richer than anyone else, he still demands a reward for catching someone wanted by the police.

4.1.22. *Idle Genius* (2000)

To give some examples, individualism, science and technology and personal control of the environment, can be seen in the story *Idle Genius* (2000). However, these values conflict with the values of equality and progress.

4.1.23. *Mysterious Monster Club* (2000)

The story named *Mysterious Monster Club* (2000) clashes with the values of equality and individualism because the high ranked positions in the society like the mayor were keeping their Halloween dinner a secret.

4.1.24. *Halloween Mix-Up* (2000)

Uncle Scrooge in *Halloween Mix-Up* (2000) also indicates hard work as Scrooge McDuck is a very hard worker and he works even on holidays like Halloween. But his employees cannot celebrate Halloween since they have to be on duty. So it clashes with the value of individualism and freedom of the Scrooge's staff.

4.1.25. *Hole in One* (2001)

Story Donald Duck in *Hole in One* (2001) shows the value of action and achievement. But in his due course of travelling, he creates problems for others like noisy for the junior woodchucks. They gave him advice to get a job, earn money and buy a ticket. But Donald Duck is too individualistic to think of others or the problems he is creating to others. In the end, he crosses the tunnel that was a project of the junior woodchucks and makes it a success. On the other hand, his jet is a wreck. This clashes with the right to individual autonomy possessed by others, since Donald Duck inevitably creates problems for others (Walt Disney's Donald Duck and Friends, no.308, 2001, p.23-28).

5. Results

Looking for the American values mentioned in the introduction was the first step after identifying a group of 25 stories created over a period of more than 50 years. Both the choosing of the stories and the identification of the American values the stories illustrated was a subjective process. This extended also to identifying when and where one American value was clashing with another. Though subjective, the process was not entirely arbitrary as it involved reading carefully every story whether chosen or not would be the next step. This research, therefore, has depended on detailed observation and also on the hope that such observation could, at least to a certain extent, make up for the fact that it was not an objective process. The results, though, would seem to show that Disney Comic Book Stories, no matter what decade, are for the most part representative of those values which have commonly been described as American and especially the value of equality and the value placed on material possessions, though almost all of the so-called American values introduced earlier in this thesis can be seen in one form or other in the stories which were chosen.

5.1. American values in Walt Disney's Comics and Stories

Table 1 shows some examples of the values to be found in Walt Disney's Comics and stories, though the extent that they are all typically American must be left open to question.

5.2. Core American values

Table 2 shows a comparative list of American values as mentioned above, along with providing the year of publication of each set of values listed.

In the above table, an effort was made to include related values into groups and to compare them on a group-to-group basis. What can be seen is that every author in the list above focused on essentially two things, the belief that Americans value equality of opportunity and that they put value on competition. Four out of six of the above mentioned that Americans valued material wealth saw future change in a positive light. It would seem that these four values are interrelated and that perhaps there might be a general belief that wealth will be generated by future change as the natural result of free competition and equality of opportunity. None of the other so-called American values were supported by more than three out of the six works referred to. For this reason, this thesis focuses most on the extent to which Walt Disney comic book stories reflect the four values just mentioned, being beliefs in (1) the equality of opportunity, (2) free competition, (3) the desirability of material wealth, and (4) the positive benefits of future change. Following Althen, Doran and Szmania, to a lesser extent, the values of (1) informality and directness of expression, (2) respect for privacy, and (3) volunteerism will be considered, as two other sources were in agreement with these writers with regard to the first of these values and one source each for the other two. Other values listed, whether true or not, seem to represent outliers and are, therefore, though occasionally discussed when they appear in their respective stories, are not listed in the above table.

5.3. Conflicts between the American values

The American values discussed above in section 3.1 may be seen to often be in conflict with the other American values when followed selfishly. In the table 3, this is shown to as great an extent as is possible considering the limited number of stories under discussion, though where there is no apparent conflict then none is listed.

Table 1 American values in Walt Disney's comic book's stories

S. No.	Year	Walt Disney's Story Names	American Value
1	1946	<i>Kites</i>	Action and achievement
2	1947	<i>Getting the Bees-ness</i>	Achievement, hard work, competition and future goals
3	1948	<i>Santa Claus Bandit</i>	Hard worker and goodness of humanity
4	1957	<i>The Mines of King Solomon</i>	Materialism, hard work and action
5	1958	<i>The Big Search</i>	Hard work, personal control over one's environment
6	1959	<i>Knights of the Flying Sleds</i>	Action and freedom
7	1960	<i>Pet Competition</i>	Competition
8	1965	<i>Ducking Out</i>	Family and hard work
9	1965	<i>The Giant Robot Robbers</i>	Technology, science and the future
10	1979	<i>The Foot Brake Fiasco</i>	Materialism
11	1980	<i>Pushbutton Camping</i>	Technology, work and leisure and mobility
12	1980	<i>The Cat's Meow</i>	Goodness of humanity
13	1980	<i>The Cloud Hopper Story</i>	Future, change & progress and action & achievement
14	1980	<i>The Dude Farm</i>	Work and leisure and family
15	1980	<i>The Flitter-Twitter Bird</i>	Action, mobility and individualism
16	1980	<i>The Gold Brick</i>	Hard work
17	1980	<i>Weighty Winners</i>	Action, mobility and hard work
18	1981	<i>The Inventors' Picnic</i>	Science and technology
19	1983	<i>Cornelius' Oak Tree</i>	Materialism
20	1983	<i>The Tides Turn Part I</i>	Materialism
21	1993	<i>Happy To Meet You</i>	Materialism
22	2000	<i>Idle Genius</i>	Individualism, science and technology and personal control of the environment
23	2000	<i>Mysterious Monster Club</i>	Hard work
24	2000	<i>Halloween Mix-Up</i>	Hard work
25	2001	<i>Hole in One</i>	Action and achievement

Table 2 Core American values

1984	2003	2004	2005	2005	2013
Kohl S.	Althen G. et al.	Spindle Publishing	Datesman K. et al.	Reel G.	Andrews University
Equality Individual and privacy Material wealth Competition and free enterprise Action and work orientation Practicality and efficiency Time and its control Change Future orientation Informality Directness, openness and honesty Personal control over the environment Self-help control	Equality Individualism Freedom Materialism Competition Achievement Work Action Time The future, change and progress Informality Directness and assertiveness Goodness of humanity Volunteerism Privacy	Equality Individuality Achievement and hard work Time Looking to the future and change Informality Direct and assertive Privacy	Equality of opportunity Individual freedom Material wealth Competition Hard work Self reliance	Equality Freedom Wealth Capitalism Independence Strength Manifest destiny Democracy Champion of the little guy Helper of the oppressed Defender against tyranny God Freedom of religion Faith Rightness and righteousness Family Entertainment and happiness	Equality Individualism Materialism Competition Work and Leisure Action and achievement Progress and change Mobility Science and Technology Volunteerism

Table 3 Conflicting American values in Walt Disney's comics book's stories

No.	Year	Story Name	American Values	Conflicting Values
1	1946	<i>Kites</i>	Action and achievement	Individualism
2	1947	<i>Getting the Bees-ness</i>	Achievement, hard work, and competition and future goals	Individualism and equality
3	1948	<i>Santa Claus Bandit</i>	Hard worker and goodness of humanity	Individualism
4	1957	<i>The Mines of King Solomon</i>	Materialism, hard work and action	Individualism and equality
5	1958	<i>The Big Search</i>	Hard work, personal control over the environment	Freedom and individualism
6	1959	<i>Knights of the Flying Sleds</i>	Action and Freedom	Freedom and Individualism
7	1960	<i>Pet Competition</i>	Competition	Individualism
8	1965	<i>Ducking Out</i>	Family and Hard Work	Family and leisure
9	1965	<i>The Giant Robot Robbers</i>	Technology, Science and Future	Individualism and equality
10	1979	<i>The Foot Brake Fiasco</i>	Materialism	Individualism
11	1980	<i>Pushbutton Camping</i>	Technology, work and leisure and mobility	Individualism
12	1980	<i>The Cat's Meow</i>	Goodness of humanity	-
13	1980	<i>The Cloud Hopper Story</i>	Future, Change & Progress and Action & achievement	-
14	1980	<i>The Dude Farm</i>	Work and leisure and family	Individualism and privacy and family
15	1980	<i>The Flitter-Twitter Bird</i>	Action, mobility and individualism	-
16	1980	<i>The Gold Brick</i>	Hard work	Privacy and Individualism
17	1980	<i>Weighty Winners</i>	Action, mobility and hard work	Equality and Individualism
18	1981	<i>The Inventors' Picnic</i>	Science and Technology	Privacy
19	1983	<i>Cornelius' Oak Tree</i>	Materialism	Directness or informality and equality
20	1983	<i>The Tides Turn Part 1</i>	Materialism	Directness or informality and equality
21	1993	<i>Happy To Meet You</i>	Materialism	-
22	2000	<i>Idle Genius</i>	Individualism, Science and Technology and Personal control of the environment	Equality and Individualism
23	2000	<i>Mysterious Monster Club</i>	Hard work	Equality and individualism
24	2000	<i>Halloween Mix-Up</i>	Hard work and leisure	Individualism and freedom
25	2001	<i>Hole in One</i>	Action and achievement	Individualism

6. Conclusion

This thesis shows that many American values can be seen illustrated in Walt Disney's comic book stories. This thesis has considered a total of 25 Walt Disney comic books stories dating from 1946 till 2001. Each story shows different types of values being practiced, like hard work, action and achievement, competition, fascination with science and technology, individualism and so on with a general tendency toward the glorification of equality, family, and the enhancement of one's material welfare. This thesis had also made observations that some of the American values in the Walt Disney Comic Book stories mentioned above clash with other American values. However, this study has its weaknesses that it would have certainly produced a greater number of relevant results, if Walt Disney short cartoon-based animated films and similar full-length movies had been taken into account, too.

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Ducking Out (Walt Disney's Uncle Scrooge, no.185, 1965, pp.26-31)

Getting the Bees-ness (Walt Disney's Mickey and Donald, no.13, 1947, pp.21-32)

Halloween Mix-Up (Walt Disney's Donald Duck and Friends, no.308, 2000, pp.29-32)

Happy To Meet You (Walt Disney's Uncle Scrooge Adventures, no.46, 1993, pp.32)

Hole in One (Walt Disney's Donald Duck and Friends, no.308, 2001, pp.23-28)

Idle Genius (Walt Disney's Donald Duck and Friends, no.308, 2000, pp.11-20)

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The Mines of King Solomon (Walt Disney's Giant, no.2, 1957, pp.1-27)

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