# Gallery Walk: Advertising Disney’s *Pocahontas*

The Disney Corporation released the movie *Pocahontas* in 1995 to audiences in over 105 different countries. Obviously, Disney wants to draw in as many people as they can to increase their profits; therefore, they modify or change advertising posters for the movie to appeal to the population of a particular geographic location or demographic. Consider the some of the following questions as you look at each poster and try to determine the Audience, Purpose, Subject and Tone of each piece.

**.Dimensions**

* Who are the figures and what are they doing?
* What size are the character and figures used?
* Why does Disney make certain characters a different size?
* What, if any, is the significance of the way the figures are dressed or what are they doing?
* Is the background simple or complicated?

**Historical Importance**

* What is the historical context of the war poster?
* What is the historical reliability of the artists’ comment?
* In what ways does the war poster provide historical insight?

**Symbols**

* What symbols are used and what do they represent?
* What do the symbols represent?
* How do the symbols help convey the message of the poster?

**Bias**

* Who looks nice? Helpful? Kind?
* How have you identified this?
* Who looks ugly? Nasty? Stupid?
* What facial features are used to convey this emotion?

**Message**

* Is there a universal theme such as anger, humour, truth, justice?
* What ideas does Disney want you to think about?

**Words**

* Has the Disney used labels, speech balloons or captions to get the idea across?
* Which words convey emotion or action?

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| SPEAKER | Disney |
| OCCASION | Release of Animated Film |
| AUDIENCE | Who is the intended audience of this piece? Explain what images/ words or color made you decide this? |
| PURPOSE  (see Message questions for help) | Describe the message or purpose that Disney is trying to convey about the story of Pocahontas through the images/color of this poster? |
| SUBJECT | Who and what is the primary subject of this piece and why? Who or what is the secondary subject? Validate these with support from the poster? |
| TONE | . What words best describe the tone of the poster? Justify your answer with specific examples |