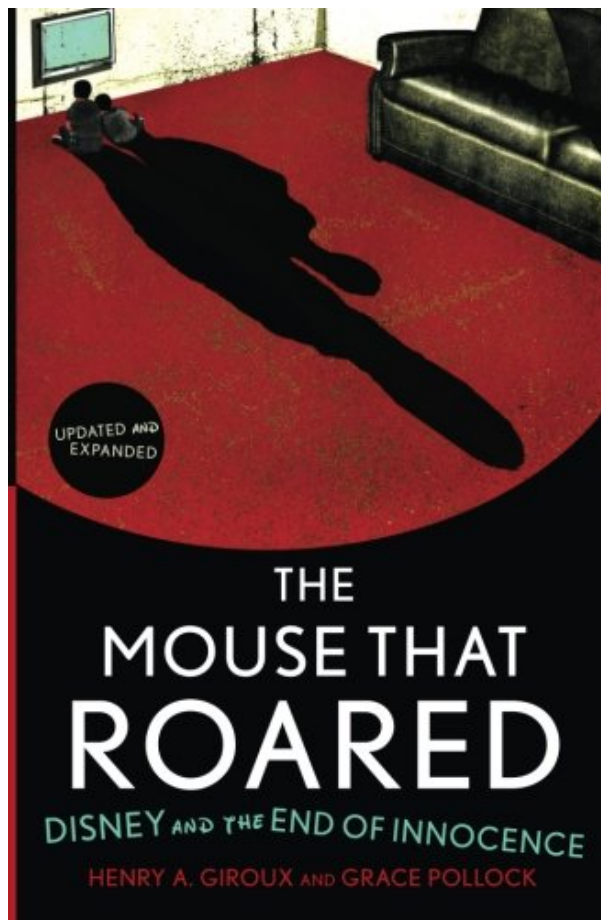
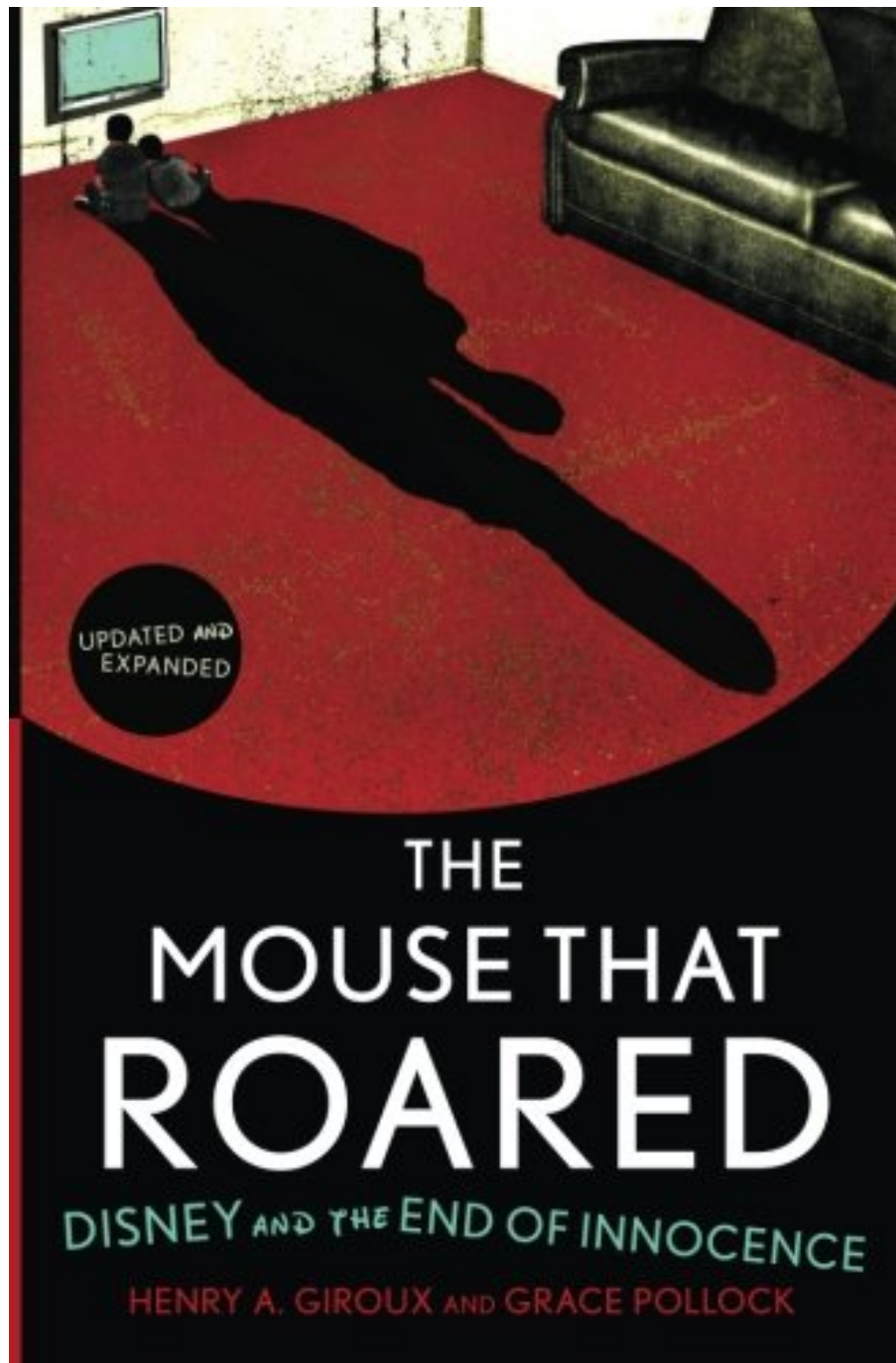


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THE END OF INNOCENCE BY HENRY A.  
GIROUX, GRACE POLLOCK**



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## Features

- The Mouse That Roared Disney and the End of Innocence

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Disney Lovers Beware

By RJM402

If you love Mickey and Donald, you might be miffed at Giroux's critique of the Disney Empire. Although careful not to characterize it as the 'evil empire', he does an excellent job of framing the mega-conglomerate as a pervasive propaganda machine for its own views on 'values'. The book moves very quickly and is intensely interesting with facts, figures and expositions of Disney antics in turning our children into consumers. If you are a Giroux reader, then you'll recognize his style and his message, which is wrapped in the Freirian philosophy of democratic dialectic. He is warning us against the pervasiveness of the Disney message which excludes dialogue and portrays realities as clean and efficient, and all problems solvable within the lily white world of heroes and heroines. There are some flaws. He mentions the number of Disney stores three times and each time he gives a different number. He also changes the numbers on Disney's gross and net income a few times.

After you've reached the fourth chapter, you'll begin to feel that each chapter is a separate essay written months apart. I strongly recommend it if you're a way-far liberal in the pre-Clinton sense of the word.

2 of 3 people found the following review helpful.

In praise of Henry Giroux

By Eveline L.

I have the first edition and find the updated one valuable. Henry Giroux is one of the scholars whose work has inspired mine for many years. The text explores the power Disney holds in terms of reinforcing hegemony and includes insightful readings of popular films, such as *Pretty Woman* which offer insights other semiotic studies have not touched on. Giroux addresses the larger context of how what parades as innocent entertainment is actually political and has consequences for all our institutions and, by extension, personal consequences. The author has inspired many of my students!

3 of 4 people found the following review helpful.

Point of view: worth knowing.

By S. C. Engle

I got this book after seeing Giroux on an episode of Bill Moyer's program. It was a real eye-opener. However, his writing is so abstruse that the message nearly gets lost.

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