

DISNEY IN LATIN AMERICA

2.7



DISNEY'S GOODWILL TOUR



Walt and Lillian Disney, Mary Blair,
and some of the members of "El
Grupo"

- In 1941, FDR and Nelson Rockefeller asked Walt Disney to go to Latin America to serve as a Good Neighbor ambassador to counter Nazi influence in the region (private + gov't).
- But Disney also saw Latin America as a place to get more inspiration for his films, as well as get away from a strike at his studios.
- Disney and the company were very famous across Latin America, especially after *Snow White and the Seven Dwarfs* (1937).



DISNEY'S GOODWILL TOUR

- Result of the trip were *Saludos Amigos* (1942) and *The Three Caballeros* (1944). Vignette stories, Oscar-nominated for best animated films.
- Collaboration with local artists, musicians. Really changed Disney's aesthetic moving forward, noticeable in color palettes and animation (Mary Poppins), and with rides such as "It's a Small World" in the 1960s.
- Also served to counter representations of Latin Americans as lazy, corrupt, etc. Similar to what film industry did with films like *Flying Down to Rio*: friendliness.



THE THREE CABALLEROS

- Framing: each vignette is a present Donald receives for his birthday, i.e., a tour through Latin America.
 - "Aves Raras" (*strange birds*)
 - "Baía"
 - "Mexico"



Viña del Mar,
Chile



Salvador do
Bahía, Brazil



Quito, Ecuador



Pampas in
Uruguay



Veracruz,
Mexico

THE THREE CABALLEROS

- In groups, discuss how the Good Neighbor Policy is represented in the film, by examining specific scenes or moments.
 - Mexico lifts oil embargo, Brazil joins Allies. Argentina not mentioned at all because of support for Germany.
- Related themes. How do we see these, and why are they significant?
 - Nature
 - Race/gender
 - Language, translation



Male desire = desire
for Lat. Am.

THE THREE CABALLEROS

Lines from the song “The Three Caballeros”:

- “We’re birds of a feather”
- “Through fair or stormy weather we stand close together”
- “Like brother to brother, we’re all for each other”
- “We have the stars to guide us”



This programme includes negative depictions and/or mistreatment of people or cultures. These stereotypes were wrong then and are wrong now. Rather than remove this content, we want to acknowledge its harmful impact, learn from it and spark conversation to create a more inclusive future together.

Disney is committed to creating stories with inspirational and aspirational themes that reflect the rich diversity of the human experience around the globe.

To learn more about how stories have impacted society visit: www.Disney.com/StoriesMatter

YOUR VIDEO WILL START IN 9

LATINXS IN WW2



- Latin America as ally, friend, partner. But what about Latinxs in the US?
- New Mexicans in Los Alamos region worked for Oppenheimer and the atomic bomb projects, and suffered the radioactive fallout. These thousands of people are nowhere in the new film, which paints the area as “remote and uninhabitable”.
- Policed border – Donald Duck, Goofy easily go back and forth, but no one comes up. “Foreigners” inside no longer friendly, don’t deserve to be seen.

<https://www.youtube.com/watch?v=1tmXH7cL4P4>