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This article proposes the idea of

Disneyization as a

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complementary notion
to McDonaldization.

Disneyization is depicted as a process by which the principles of the Disney theme parks dominate more and more sectors of society. It is presented as comprising four aspects: theming, dedifferentiation of consumption, merchandising, and emotional labour. The empirical manifestations of these

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attributes are outlined.

**The Disneyization of
Society - Bryman -
1999 - The ...**

By Disneyization I mean simply: the process by which the principles of the Disney theme parks are coming to dominate more and more sectors of American society as well as the rest of the world. I see the principles that are described in this book

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Society
as infiltrating many
and a growing number
of areas of social,
cultural, and economic
life.

SAGE Books - The Disneyization of Society

Theming is probably
the most obvious
dimension of
Disneyization. Since
the term is to do with
the diffusion of the
principles of the Disney
theme parks, and since

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the notion of theme is

by definition a part of

the process, it is

inevitable that it would

be an important

component of the

analysis.

**SAGE Books - The
Disneyization of
Society**

Bryman, Alan. The

Disneyization of

Society. London,

Thousand Oaks, New

Delhi: Sage, 2004. Pp.

viii, 199. ISBN

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0-7619-6764-8 (pb.)

\$49.95. The author

defines the term

Disneyization as "the

process by which the

principles of the Disney

theme parks are

coming to dominate

more and more sectors

of American society as

well as the rest of the

world" (p. 1).

Disneyization is

explored in four major

...

Bryman, Alan. The

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Disneyization is

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manifestations of these
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Society, The
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Disneyization is
depicted as a process
by which the principles
of the Disney theme
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and more sectors of
society. Bryman, a
British sociologist,

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proposes the idea of
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tion to McDonaldization
in contemporary
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Bryman, A. (2004).
Performative labour. In
The disneyization of
society (pp. 103-130).
London: SAGE
Publications Ltd doi: 10
.4135/9781446220122.
n5. Bryman, Alan ...

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Alan Bryman, The
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Society. London, Sage,
2004. Article (PDF
Available) in Synthesis
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21:468-470 · May 2006
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The Disneyization of
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Disneyization is depicted as a process by which the principles of the Disney theme parks dominate more and more sectors of society. Bryman, a British sociologist, proposes the idea of Disneyization as a complementary notion to McDonaldization in contemporary society.

DISNEYIZATION

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Abstract This chapter outlines a particular theoretical framework called Disneyization and uses this set of concepts to examine leisure patterns.

Disneyization's principal argument is that the characteristics of Disney theme parks are coming to dominate society, as they incorporate performed, themed narratives into

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consumer service
experiences.

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**Disneyization and
the Provision of
Leisure Experiences**

...

`Bryman's dissection of
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timely and significant
contribution to the
growing literature on
Disney. In fact, his
excellent analysis of
the extension of
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throughout society

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explains why we
should care about the
Disney phenomenon at
all.

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Alan Bryman has expanded on his internationally well-known work on Disney theme parks and Disneyization to create a fascinating and highly readable book. It should prove of

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interest to beginning students in a number of different courses and fields, as well as to scholars interested in culture and consumption. There is no question that the model created by Disney, and emulated in whole or in ...

The Disneyization of Society - Alan Bryman - Google Books

In this chapter, I reflect

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on some of the broader ramifications of Disneyization. The discussion entails spelling out some issues and themes that have been implicit in the book thus far. Two areas of particular concern in this chapter are the interconnections between Disneyization and both consumption and globalization.

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Implications of Disneyization

'Bryman's dissection of Disneyization is a timely and significant contribution to the growing literature on Disney. In fact, his excellent analysis of the extension of Disneyization throughout society explains why we should care about the Disney phenomenon at all.

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**The Disneyization Of
Society (□□)**

Barry Smart, University
of Portsmouth,

U.K."Bryman's
dissection of

Disneyization is a
timely and significant
contribution to the
growing literature on
Disney. In fact, his
excellent analysis of
the extension of
Disneyization
throughout society
explains why we
should care about the

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all.

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excellent analysis of
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explains why we
should care about the
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all.

**The Disneyization of
Society: Bryman,
Alan:**

9780761967651 ...

University of Oregon

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Merchandising. In The
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(pp. 79-102). London:

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DISNEYIZATION OF
SOCIETY PDF The term
Disneyfication (also
Disneyisation)
describes the
transformation of a
society to The term
also appears in The
Cultures of Cities (), by
Sharon Zukin, and was
popularized in The
Disneyization of
Society (), by Alan
Bryman.

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Kellner, D (1999) 'Theorizing/resisting McDonaldization: A

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multiperspective
approach.

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according to the
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(Bryman, 2004) under
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labour, emotional
labour can be defined
as state of affairs
between employees as

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part of their working

roles needing to
express feelings and
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