

**THE INTERPRETATION OF FEMININITY THROUGH STORYTELLING: A STUDY  
OF PROTAGONISTS IN FROZEN “ADVENTURE IN THE CURSED LAND OF THE  
SNOW QUEEN.”**

**FINAL PROJECT**

**Presented as Partial Fulfillment of the Requirement**

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## **PAGE OF APPROVAL**

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Semarang, August 9<sup>th</sup> 2022



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## STATEMENT OF WORK'S ORIGINALITY

The researcher truly states that this a final project entitled “The Interpretation of Femininity through Storytelling: A Study of Protagonists in Frozen “Adventure in the Cursed Land of the Snow Queen.” was written without taking other research results for a degree or a diploma at university; the researcher also assures that this research does not include materials for publication or someone’s writing, except those which have been mentioned in the references.

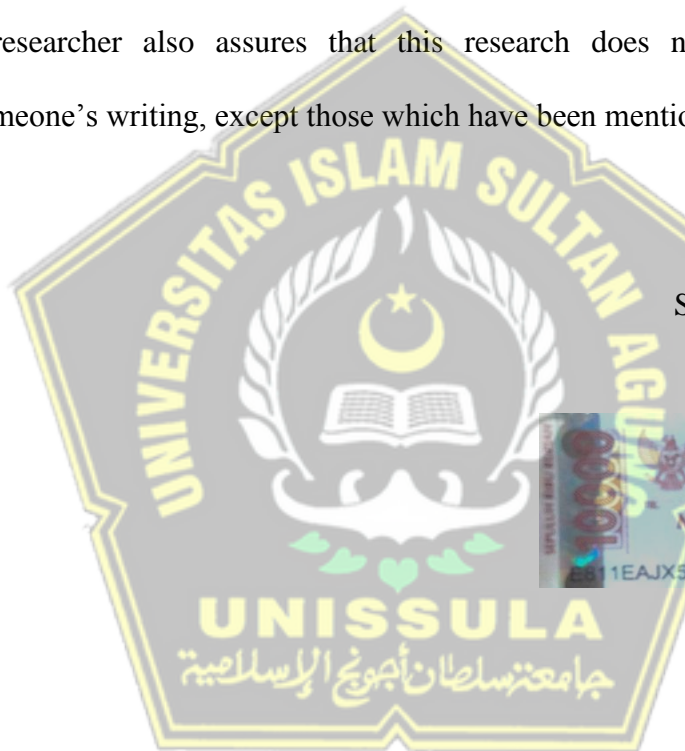
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The researcher,



Handwritten signature of Katty Boroheem in blue ink on a white background.

Katty Boroheem



## ABSTRACT

Title of Thesis: The Interpretation of Femininity through Storytelling: A Study of Protagonists in Frozen “Adventure in the Cursed Land of the Snow Queen.”

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Disney cartoons often project culture and content through the characters in the story, in which those projections are obtainable from the setting of the characters’ backgrounds and the characters of the occurring culture in that period, for example races, genders, languages. The formats of the characters in the early period can be defined as ‘Flat Characters’ and evolved to ‘Round Characters’ in the later generation.

The content materials can be distinguished into 3 periods; the first period featured the pressure in enclosing women for them to stay at home, the second period started to allow women to have the courage to be different but still emphasizes the importance of their love for men, in the current period the contents are more geared towards empowering women and creating new concepts for females.

The animation movie ‘Frozen’ presents 2 generations in which the older generation is born under the society’s pressure and expectations, whereas in the later generation have more freedom in their expression, continuously seeks for new things, and other than that possessing a stronger approach in relationships and only sees from their own perception by using Anna as the representation of women in the later generation.

The relationship between female siblings is a more complex relationship when compared to the male sibling’s relationship. The older and younger sisters bond occurs with the form of love and dissatisfaction at the same time, that is the underlying difficulty in communication which is the main subject of issue happening in this story.

The condition of the female gender is that they create their own identity but at the same time wanting to fit in the frames of society, causing the females to have higher conflict in identity than the male gender.

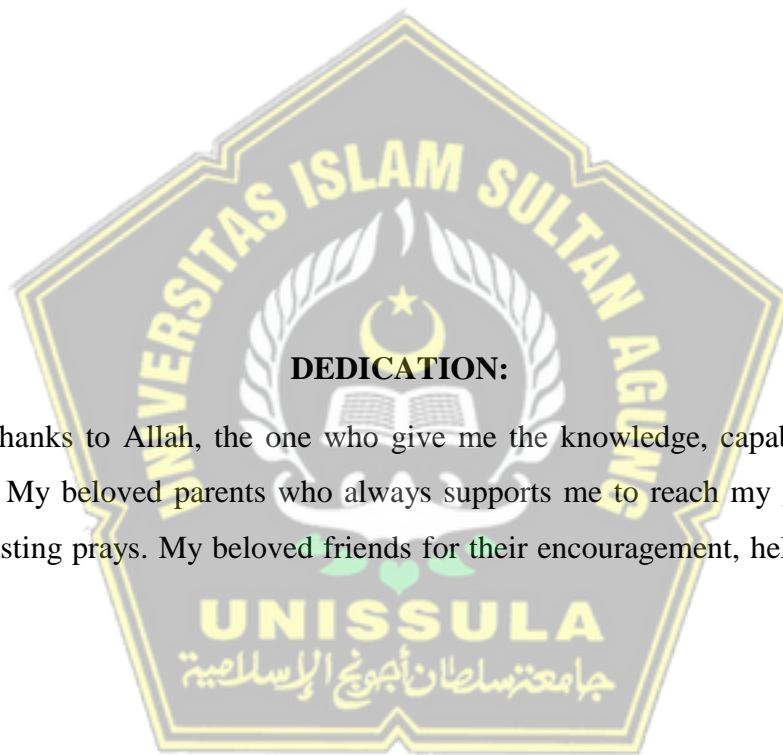
This research illustrates that this animation film does not focus on creating more ‘ideal images’ for women but emphasizes in empowering the audience to have the courage to do things differently to the social expectations as well as having the courage to reveal their true self-identity which in this case no longer relates to any specific gender and instead incorporates the idea of the third gender into the story.

**MOTTO:**

"Success and failure are both part of life. Both are not permanent."

**DEDICATION:**

A Great thanks to Allah, the one who give me the knowledge, capability and grace of guidance. My beloved parents who always supports me to reach my goal and gives me her everlasting prays. My beloved friends for their encouragement, help, and accompany me.



## ACKNOWLEDGMENT

*In the name of Allah, the Most Gracious and the Most Merciful*


*Alhamdulillahirobbil'aalamiin*, from the bottom of heart I would like to extend my gratitude to the Almighty Allah SWT for giving me everything of best and blessing me every time, so that I can accomplish this piece of work entitled "The Interpretation of Femininity through Storytelling: A Study of Protagonists in Frozen "Adventure in the Cursed Land of the Snow Queen." On this occasion, I would like to give my special thanks you to those who guided, supported, and advise me during the process of this final project. Therefore, I would sincerely thanks:

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2. All of lecture and staff of English Literature. Faculty of Foreign Languages and Culture of the Universitas Muhammadiyah Semarang.
3. My beloved parents who always supports me to reach my goal and gives me her everlasting prays.
4. My beloved friends for their encouragement, help, and accompany me.

May Allah bless us. Amin. Hopefully this thesis can be useful for anyone especially those who are interested in this materials development.

Semarang, August 9<sup>th</sup> 2022

The researcher,



Kittiya Boroheem



## Table of Contents

<b><u>TITLE</u></b> .....	1
<b><u>APPROVAL</u></b> .....	2
<b><u>VALIDATION</u></b> .....	3
<b><u>STATEMENT</u></b> .....	4
<b><u>ACKNOWLEDGMENT</u></b> .....	5
<b><u>Chapter 1</u></b> .....	9
<b><u>Introduction</u></b> .....	9
1.1 Background.....	9
1.2 Research questions .....	15
1.3 Research objectives .....	15
1.4 Expected Benefits .....	16
1.5 Educational scope .....	16
<b><u>Chapter 2</u></b> .....	18
<b><u>Literature review and research conceptual framework</u></b> .....	18
2.1 Cartoon concept.....	18
<b><u>Chapter 3</u></b> .....	25
<b><u>research methodology</u></b> .....	25
3.1 Methods of conducting research .....	25
3.2 Resources .....	26
3.3 Data Collection Method.....	26
<b><u>Chapter 4</u></b> .....	27
<b><u>Analysis and results of research</u></b> .....	27
<b><u>Chapter 5</u></b> .....	47
<b><u>Conclusion</u></b> .....	47
<b><u>BIBLIOGRAPHY</u></b> .....	50
<b><u>AUTOBIOGRAPHY</u></b> .....	52



## Chapter 1

### Introduction

#### 1.1 Background

When it comes to "cartoons", one cannot deny that the creators of animated films have one of the most famous and famous around the world is "Walter Elias Disney". which was the initiator of the creation of the first color animated film with its origin on the train from New York to Los Angeles He envisioned and drew a cartoon rat wearing red pants, named Mortimer, but his wife advised and said that his name sounded serious and formal. too much from a small point of origin this is the cartoon character "Mickey Mouse" actually originated in 1928 from Walt Disney's third animated film, "Steamboat Willie." The first cartoon to have a voice over in 1934 was followed by Create a cartoon character who is Mickey Mouse's friend, Minnie Mouse Pluto. Goofy and Donald Duck (Janet, 2001)

Disney is one of the representatives of pop culture (Trifonas, 2001) to more than 78 countries around the world from the cartoon Mickey Mouse and friends. Minnie Mouse, Pluto, Goofy, and Donald Duck have so far generated a business value of more than \$48 billion in 2014 (The Walt Disney Company, 2014).

The image of Walt Disney cartoons continued to evolve until the first princess cartoon, which was produced in 1936 and completed in 1937, Snow White and the Seven Dwarfs. It became very popular with girls around the world and was the first full-length animated feature to win an

Oscar in 1937, after which the princess was born. Come up continuously, whether it is a sleeping beauty Princess Jasmine from Aladdin and the Magic Lamp and little mermaid princess. And from the birth of these characters this resulted in a phenomenon that led to critical criticism of the character's character at Walt Disney has created such as Race, Racist, Gender and Language, the development of the Disney characters is divided into 3 periods:

1.1.1 The Early Years (Classic Disney) from 1937 to 1959 consisted of movies.

Long animations include:

- 1) 1937 Snow White and the Seven Dwarves
- 2) 1950's Cinderella
- 3) Year 1959 Sleeping Beauty

As for the character traits of cartoon characters in this era, it is easy to guess. Focus on high society it also consists of cartoon characters who help to add color to the story.

For example, seven dwarfs Cinderella's Pets The three fairies in Sleeping Beauty, etc.

The villain will be created with a rather obvious character, whether it is very thin, very fat, or has an ugly appearance. The cartoons in this era will be created to be very feminine, that is, neat. She is a housewife, working hard, ready to be in the frame. Optimistic (Collier-Meek, 2011)

1.1.2 The Middle Ages (Modern Disney) during the period 1989-2009 consists of feature films, including:

- 1) Year 1989 The Little Mermaid
- 2) Year 1991 Beauty and the Beast
- 3) 1992 Aladdin
- 4) Year 1995 Pocahontas
- 5) 1998 Mulan as well as the story
- 6) Year 2009 Princess and the Frog

In this era, the development has changed quite a lot. However, the plot still focuses on females, but compared to the first period, the development of the main characters began to change from the first period. Original in the frame becoming more confident can be seen from the Little Mermaid Princess. Starting off on an adventure, Princess Jasmine wants to learn something new until Pocahontas and Mulan, who have their own confidence, are ready to fight. Self-help.

However, even cartoon characters in this era show confidence. Self-confidence but it cannot be denied that in some stories the female main character still has a feeling of nostalgia. in love desire for males for example Ariel in the story of the Little Mermaid who gave up her own tail. in exchange for having legs to find the prince he fell in love with. In addition, this era also shows that Walt Disney began to create cartoon characters of color. Originally being a white woman, she began to have mixed skin tones. Then came Pocahontas, an Indian (Native American), Mulan of Asia, and Tiana (Princess and The Frog), who were. Black princess (African American) (Collier-Meek, 2011)

1.1.3 The current era (Post Modern Disney) between 2010-2014 consists of

The feature-length animated feature films are:

- 1) Year 2010 Tangle
- 2) 2012 Brave
- 3) Year 2013 Frozen “Adventure in the Cursed Land of the Snow Queen”

From the comparative example from the two eras on their side, when coming to the present era, the main cartoon characters who is a princess during this period will have more confidence than in the past two eras have their own idea and can be self-reliant (Independent)

As the data shows, the character traits are evolving and promising. To insert content reflecting the gender of women in each period. In addition, there are case studies about cartoon media used to instill the values of children and youth. Child casting and those youths to become the ideal population (Ideal Citizen) media such as cartoons have played a role in communication of messages, characters, symbols as defined by society. An example from Japan that uses cartoons to create a national identity. by cultivating morality for children and youth through cartoons.

The creators of the cartoon have always hidden implications in the content of the cartoon, whether it is symbols and attitudes, such as red ants, these superhuman fights with

otherworldly monsters. fully armed gigantic to be frightening which may be likened to represent the United States because the United States is a great superpower country, but if the top people come together fight with unity There are hidden implications in the interpretation of unity, discipline, courage, indomitability, good people. Will be able to bring the country out of danger, which is an example of cultivating children from a young age (Prapasorn Sevikul, 2016), which is different from cartoons. On the west side we always hear that “Only he alone can conquer this world quickly” (Chaaime Anisada, 2011).

Disney cartoon content It will be a cartoon that clearly reflects the way of women. This recalls the definition of "feminism", which can be defined as is a concept and social process It is based on the analysis that men are in a more favorable position in society, while women are in a lower position both economically and socially. by feminism Its aim is to create equal rights for women to be equal to men, both politically, economically, and socially (Shewin, 1988). personal freedom, family, state, as well as gender unequal decentralization in the economy, politics, society, and culture This includes calling for a new gender balance in the name of homogeneity and respect for each other's differences, which in the concept of feminism has constantly changed the conceptual framework within the context. of society in different eras as follows:

- 1) Liberal Feminism, which addresses women's full rights and liberties.
- 2) Marxist Feminism, referring to feminism in terms of equality.
- 3) Radical Feminism Talks about social feminism.

#### 4) Postmodern Feminism, which sees gender change.

An overall view of the role of women was expressed socially and culturally. Compare a lot which the position of women's gender is what society determines. Form and comedy of transgender women through various media. Thus, the values of female gender are determined by the media and various communications that occur within the society (Raksan Wiwathanasinudom, 2012).

When coupled with the Japanese concept of using cartoons to build a nation as mentioned above, along with the concept of feminism. Using cartoons as a medium that children and youth can access. Easy to understand the content of those substances. And children will pay more attention to other forms of communication. Walt Disney animated films used cartoons to teach and convey the image of female gender in accordance with the expectations of society at that time. with the main characters who are all female and those characters are like It is a good reflection of the gender of women in each era, which can be seen in the changing of the antics and the clear visualization of the characters in each era.

It all depends on the social context, values, and culture at that time. Culture is a matter of knowledge, beliefs, attitudes that people in each society learn through the society in which they live, and culture is communication and communication. communication comes from culture which when compared to the work of Disney that has been divided into 3 eras, namely the early period, the Middle Ages, and the present.



Reflect the character of women in the content of the cartoons. To teach children and young people, especially women, to live the life of the protagonist in the cartoon. as well as developing a character from the original that conveyed the female character who was waiting for the male to become a character that is clear, powerful, and has a tendency.

To create values for the main character (Disney princesses) Have ideas, leadership. and could help themselves more as well.

### 1.2 Research questions

- 1) What is the image of the female gender of each era communicated through Frozen Movie?
- 2) What is the development of the main character in the animated cartoon “Frozen” “Adventure in the Cursed Land of the Snow Queen”?

### 1.3 Research objectives

- 1) To describe the image of the female gender communicated through the characters of each Disney era.
- 2) To study the development method of the main character in the animated film "Frozen" "Adventure in the Cursed Land of the Snow Queen"



#### 1.4 Expected Benefits

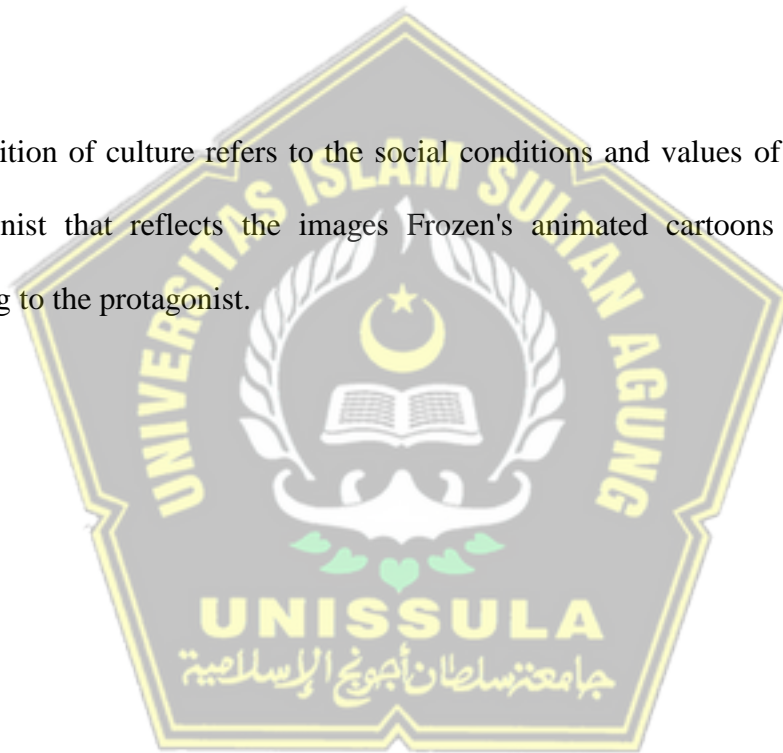
- 1) Describe the female portrayal of the Disney characters.
- 2) Analyze the development methods of the main characters in the animated film "Frozen", "Adventure in the Cursed Land of the Snow Queen" for use in media production for teach about women
- 3) to understand the complexity of female sex including the gender of males in female characters

#### 1.5 Educational scope

Study subject "Presentation of women through storytelling through movie characters. The animated cartoon Frozen (Frozen) "Adventure in the Land of the Snow Queen's Curse" uses a qualitative research method with a scope to study the content on the development of the main characters from animated movies The Story of Frozen (Adventure in the Snow Queen's Curse Land) and using in-depth interview tools. from academics and in-depth interviews from film critics together with the researcher's own analysis.

- 1) Animated film Frozen (Frozen) "Adventure in the Curse of the Snow Queen" Refers to Disney's animated films, Elsa, Anna, Christoph and Han, released in July 2014 with the protagonist.

- 2) Presentation of female image means of a female gender through female characters, both in the language and symbols that are hidden in the animated film Frozen. The Snow Queen's Curse.
- 3) Storytelling through characters means telling stories in characters. And the life of the characters female in various gestures that convey connotations Sexuality in Animated Movies.
- 4) The transition of culture refers to the social conditions and values of the society at that time feminist that reflects the images Frozen's animated cartoons of different eras. According to the protagonist.



## Chapter 2

### Literature review and research conceptual framework

In the discussion “Presentation of women in storytelling through characters. In the animated film Frozen (Frozen) "Adventure of the Snow Queen's Cursed Land", qualitative research under the conceptual framework and related theories were used in the study as follows:

2.1 Cartoon concept

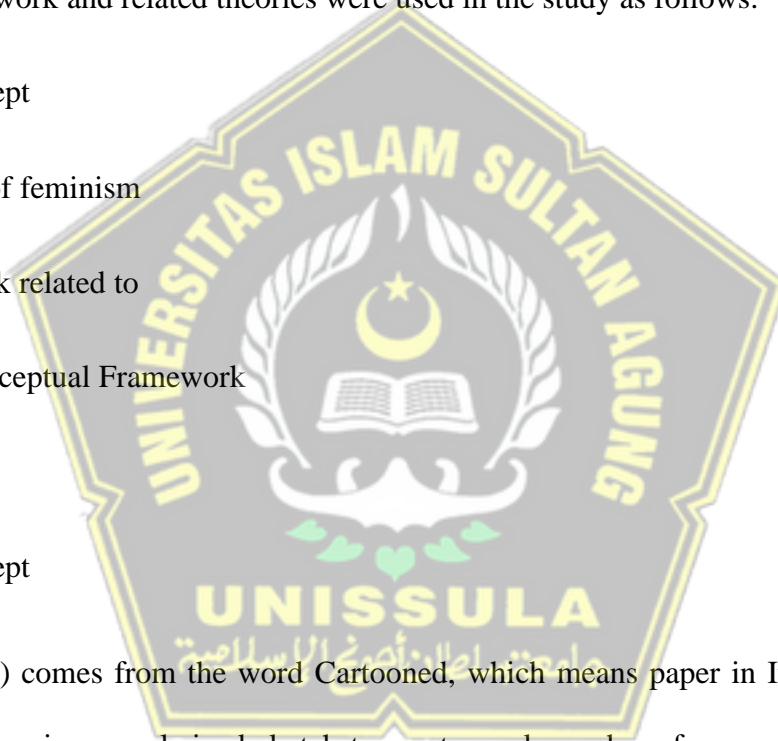
2.2 The concept of feminism

2.3 Research work related to

2.4 Research Conceptual Framework

2.1 Cartoon concept

Cartoon (Cartoon) comes from the word *Cartooned*, which means paper in Italian. In fine arts, Cartoon means drawing a real-sized sketch to create works such as frescoes, oil paintings, tile work, glass work, or hanging curtains. The meaning of the cartoon has also changed. Characteristics of the use of cartoons in later eras, if referring to the meaning of The Royal Institute (1999) defines a cartoon as a caricature, a funny picture written as a portrait. or a picture showing an event that the author intends to make fun of the book tells a story with pictures that divide the pages into spaces. It has a short, easy-to-read narrative, often a story or a novel. In



summary, cartoons are a form of art. It is a mix of writing style, novel style, and cartoon drawing. to reflect the story of the writings in the form of the present picture.

### 2.1.1 Cartoon history

Atchama Soonthornpit (1998) said about the history of the cartoon that the cartoon business began in the late 19th century from the Comic Strip and Motion Picture genres, which were popular in the United States in the 1950s as an editorial and political caricature.

Cartoon through newspaper media whose social purpose is to mock politics according to social trends. Cartoonists of the 1950s and 1970s created cartoons for more than just entertainment purposes, so the comics of this era were caricatures, sarcastic, presenting social truths consistent with the interviews in Al's Playboy books. Camp (Al Capp) cartoonist Li'l Abner says, "You can't write or draw anything without criticizing the story of society." For animated cartoons, most of them are handwritten. or comic strip (Comic Strip) by Winsor Zenis McCay (Winsor Zenis McCay) was the first to create a serial cartoon in the 1950s about Little Nemo in Slumberland which centered on the development of creation. An important animated film is New York city United States because it is a city with birds sweeping skilled cartoon It is wanted by an animated film production company. There are technological advances in cartoon making for the person who developed animated films to be known around the world and was dubbed the King of Cartoons, Walter Elias Disney (Rapolok Harnpanich, 2013)

If talking about "Walt Disney", who initiated the creation of the first color animated film, born on the train from New York to Los Angeles. which he imagined and drew cartoon characters The black mouse wore red pants. by the name Mortimer (Mortimer), but his wife gave Suggestions

and ready to say that the name that he has to focus on sounds too serious and official. From the origin, only this small point, the cartoon character "Mickey Mouse" (Mickey Mouse), which was born in the year. 1928 From Walt Disney's third animated feature "Steamboat Willie," the first cartoon with voiceovers. After that in 1934, it was followed by the creation of a cartoon.

More, who are Mickey Mouse's friends, are Minnie Mouse, Pluto, Goofy and Donald Duck (Janet, 2001).

Beyond Disney This is a business that has grown from the production of animated films and in the business related to the creation of animation, there is also a Warner Bros. company, which can be considered both companies. It is the world's largest cartoon maker. The production of animated films on television, video and animated films in cinemas as well. Later, when cartoons are popular among consumers. Therefore, marketers have used those cartoon characters in marketing communications to create interest in products and services by covering both young and old target groups. But at the same time in Canada, the government of Quibac has enacted a consumer protection law prohibiting the use of cartoons in advertising for children's products (Roy Paul Nelson, 1975 cited in Ashma Sunthornpitkas, 1998.) not just the United States. Japan is the only country in Asia where manga come to market, which began in 1910 with Japanese cartoonist inspired by the introduction of a film by John Randolph Bray (John Randolph Bray) in Tokyo for Japan's first animated filmmaker, Seitaro Kitayama, he started with a series of drawings on paper in 1913 and then made his first animated film in Japan. 1917 Saru Kani Kassen (The Crab Gets Its Revenge on the Monkey) and Cat and Mice and the Naughty Mailbox.

### 2.1.2 Characteristics of cartoon images

Tara Jan-anu (2008) explains that cartoons can be divided into 4 types as follows:

- 1) Natural Cartoon: animal cartoon in both forms that look like real animals, animals with human-like personalities. and cartoon people
- 2) Fine Cartoon: A cartoon beautifully drawn in the form of fine art, which is a valuable work of art, color gradation.
- 3) Graphics (Graphic Cartoon) is a cartoon with simple geometric shapes with clear borders.
- 4) Three Dimension Cartoon: A cartoon created in 3D from clay, plasticine, wood, plastic or other materials. Then take it into a 2D animated movie by using techniques to make animated cartoons (Animation) like life.

### 2.1.3 Classification of cartoon characters

Warat Wanichwatanakul (2005, pp. 15-17) discusses the idea of Roy Paul Nelson that the cartoons can be divided into 8 types as follows:

- 1) Political and Editorial Cartoons: Cartoons with accompanying texts related to politics, economy, and society with the aim of presenting a problem. or solutions in various matters, such as cartoons in newspapers about adults come with Thung Ma Moen



- 2) Comic strips or comic strips are cartoons with The story ends in the episode. The story is conducted by the main cartoon characters and with accompanying characters to create an idea story. of the creator and adapted through communication channels such as cartoons in a Day magazine, selling laughter, fun, etc.
- 3) Funny cartoons (Gag Cartoons) are self-contained, single-image cartoons. funny story
- 4) Comics that help fill the empty space in the magazine (Spot Drawing) are mostly used in the middle of the page near the article or near the title. using cartoons that are always realistic (Realism)
- 5) Cartoons accompanying the content (Illustrative Cartoons) used to accompany articles, articles in magazines and used in advertisements, this type of cartoons are created to attract the attention of consumers to make consumers interested in the content.
- 6) Cartoons on greeting cards are cartoons that convey people's emotions such as love, sorry, sorry, thank you, appearing on greeting cards. Along with using cartoon images with a short request Attractive to read, open to read, including comics. Various copyrights (cartoons from cartoons, genres stories or animated movies), such as Mickey Mouse and Friends cartoons.
- 7) Animated Cartoon is a life-like animated cartoon. There are both talking and silent cartoons. It is the origin of famous cartoons such as Mickey Mouse and Minnie Mouse, which originated from Plane Crazy in 1927 and became widely known for Steamboat Wille in November. 1928 Due to this story, the cartoon has been developed to be



beautiful and sound suitable for the story. From then on, cartoons began to be used in various movies. The cartoon has been so popular, copyright cartoons are used in marketing. The leader in copyright cartoons is The Walt Disney Company, which operates in the business of licensing the use of Walt Disney cartoons in the production of products such as stationery, dolls, shirts, stretch, etc.

- 8) Cartoon Creations are cartoons that are apart from all 7 types of cartoons. They are created in cartoon style. including dolls, sculptures, toys, paintings on the walls or cartoons in a single format (One Shot) on documents, booklets, manuals that are distributed once, including Cartoon Spread, various cartoon images under the same story. that show collages in newspapers or magazines that don't have to end in one book but it may be a continuous cartoon over a period of time.

#### 2.1.4 Cartoon elements

A cartoon is a writing style that is similar to a novel. The researcher therefore uses the conceptual framework of the main elements of the novel to be used in the analysis of the plot and the various elements of the cartoon. According to the published writings of the Royal Thai Academy (1999), all elements are as follows:

- 1) The theme is the idea that the author wants to convey to the reader. is an important idea which is the centerpiece of the story that governs the plot of a particular literary story, uniting the general prose documentary, the theme is the main topic that the author will bring to the core. (Or big trouble) writing that subject in fiction poetry and

plays. The theme is the main idea that is embedded in the story throughout the story. The subject matters the author brings is not necessarily new. Sometimes an old story is told again. which many writers have written many times with a different storyline and presentation method.



## Chapter 3

### research methodology

Research work Animated film Frozen “Adventure in the Cursed Land of the Snow Queen” is qualitative research. This will study the characteristics of the female portrayal communicated through the main character of Frozen. Including cultural transitions that affect the development of the main characters in the animated film Frozen (Frozen) “Adventure in the Cursed Land of the Snow Queen” with details of the research methodology as follows.

#### 3.1 Methods of conducting research

This research work was conducted using qualitative research. It will analyze 2 elements of the animated film Frozen " Adventure in the Cursed Land of the Snow Queen ", consisting of: messenger and content Two research methods were used, i.e., Content Analysis. The research process was divided into 2 steps as follows:

- 1) Step 1: Study the substance in general goes of the Disney Princess animated series Frozen. through the study of various documents and analyze the presentation style of the film such animated cartoons.
- 2) Step 2: Study the message by analyzing the content. From watching the movie Frozen "Adventure in the Cursed Land of the Snow Queen" by recording the information on the code board and further analysis.

## 3.2 Resources

There are two parts to collect and collect information as follows:

- 1) Document Analysis Collect information obtained from the study of documents (Document Study) that discuss the story of the Disney Frozen cartoon.
  - From various Internet sites
  - Magazine
  - Review
- 2) Content analysis Use a content analysis tool for the animated film Frozen, “Adventure in the Cursed Land of the Snow Queen” made on a single sheet of paper.

## 3.3 Data Collection Method

From studies on “Presentation of women through storytelling through characters. In the animated film, Frozen “Adventure in the Land of the Snow Queen Curse” is qualitative research with a method of collecting. The researcher analyzed the data found from all three methods. The research was analyzed through the researcher's perspective under the conceptual framework and theory discussed in Chapter 2.

## Chapter 4

### Analysis and results of research

In chapter 4 is the data collection. through the researcher's own analysis After watching the animated film Frozen (Frozen) “Adventure in the Cursed Land of the Snow Queen” and collecting data that the researchers analyzed in depth. The researcher then explains the results of the research by separating the elements of the drama to focus on answering the questions as follows:

- 1) What is the image of the female gender in each era communicated through the characters of the animated film Frozen?
- 2) What is the development of the characters in the animated cartoon "Frozen" "Adventure of the Cursed Land of the Snow Queen"?

What Disney creates content from that animated film There are presentations of Disney animated films in the form of musicals. which has inserted the golden sentence or the core of the story is put into the song as well. This feature is what Disney uses transmedia media by presenting movie content from movie soundtracks such as storybooks, movie soundtracks, etc. to reinforce and present images of that Disney cartoon. clearer the most noticeable thing is in the animated film soundtrack. which often have content that goes along with the story of the cartoon and the protagonist, especially the heroine of the story The example that can be clearly analyzed is Frozen (Frozen) Adventures in the Cursed Land of the Snow Queen. The

theme song is Let it Go, which comes in two versions: the animated version sung by Idina Mansen and the soundtrack version sung by Demi Lovato, both of which talk about manipulating the concept of protagonist Elsa. That Let it Go means to free yourself, which the protagonist has always kept. More details will be described in the analysis tool section.

The overview obtained from the study of the document can be summarized as follows:

- 1) Content can be divided into 3 eras when divided according to the criteria of female protagonists in the story, content in the first period. It is a characteristic of pressure on women to stay in the home. In the second generation, women began to dare to be different, but still focus on the love of the male sex and in the present era, the content aims to supplement female power and create a new concept for women.
- 2) The crux of the story from different content the crux of the story with the female protagonist, it is important that each era of the cartoon presents a different set of problems. Emphasizes the problem of female needs and eras. Currently focuses on problems in the female psyche.
- 3) Factors of cultural analysis in that period Because animated movies are always interwoven with culture. Therefore, cultural studies during this period will make the investigation more complete.
- 4) Media elements such as movie soundtracks It reflects the female values and reflects the main character very well. Therefore, animated movie soundtracks are another thing that must be accompanied by education.

A detailed study of the animated film Frozen (Frozen). Created by Disney, released in 2013 and released in Thailand on December 5, 2013. The film format is

3D animated films Inspired by Hans Christian Anderson's fairy tale, Snow Queen.

For that story the team has been developing the story since 2011, led by screenwriters and directed by Jennifer Lee and Chris Buck at a cost of more than \$150 million. and grossed about \$400 million in total Synopsis of the story is the optimistic Anna along with Christophe and Sven the reindeer. Travel to find Elsa Using the power of ice, the Arndell Kingdom fell into winter. everlasting During their journey, they encounter a mysterious forest where trolls live and meet Olaf Snowman when Anna and Christophe arrive at Elsa's castle. They both understand the truth about Elsa. The story of being haunted by ice powers that are both magic and curse at the same time. Elsa accidentally cursed Anna as a child (Wilson, 2015).

All of the data shows that Disney's commitment to animated films

The anime series Frozen “Adventure in the Cursed Land of the Snow Queen” is a lot, whether it's about the character's voice acting. as well as the concept of the company that took more than 2 years to complete the chapter in the production of a large-format movie including content creation It took a lot of time to refine and modify the chapters.

Details on the elements of the animated film Frozen, “Adventure in the Cursed Land of the Snow Queen” are given below.



## Characterization

### 1) Elsa

Elsa is a gentle girl. with magical powers One day, I accidentally hurt my sister, so I've always been afraid of my own power. and do not know how to control their own power Because of this power, which is like a double-edged sword, Elsa becomes an introvert. detach yourself from society Including her own sister, Anna, because she had to hide the story that she had a magical power. As time went on, the crux of his heart grew bigger and bigger, including the death of his parents. which is an important turning point Ultimately, Elsa must learn to understand herself. and trust your family more when there is more understanding The fear in his heart disappeared. Demonstrates the true self: determination, strength, and confidence.



Elsa character image. Source: Disney Frozen (2015).

The basics of Elsa's character are "leadership" and "expectation" as it is the only character with the status of the eldest in the family. which is a reflection of society And families who want the eldest to

be the successor of the family. The society expects the eldest to lead the family and help the younger ones to have a better life. Therefore, being the eldest becomes something Elsa has to "sacrifice" the fun of childhood. To prepare to be the next leader, as well as a reflection of the character Elsa herself can It clearly reflects the character of being a child of the eldest. In addition to Elsa being a reflection of the eldest daughter. Can also convey the image of an old woman as well. when compared in the context of the old society Women are expected by society to do their best as a "housewife" and society also suppresses the "motherhood" issue, forcing women to have the characteristics of a "good lady", which is what society expects women to be. everyone is It is comparable to Elsa's parents expecting Elsa to be a good "older", able to control her emotions and manners. And finally, it must be a good "leader", which Elsa herself has always been pressed by these ideas. until the scene where Elsa escapes from the city Make Elsa realize her independence When the shackles of expectations are released and finally can let go and be happy in the end. Like an old woman that when released from the bondage of expectations from society They will be happy. By the way to release the bond is very old up, at the point where you can be free from the noise and images of those around you It was like when Elsa was freed from the burden of the city.

Elsa's old-fashioned feminine image. is reflected in many parts of the film.

- 1) The issue of love When Anna tells her she wants to marry Hans, Elsa reveals her old-fashioned attitude. (Conservative) Go back to Anna, for example, have you known each other for a long time? must have known each other for a long time true love is not real different from the women of today

2) Self-esteem issues Elsa expresses her insecurities. and is afraid of making mistakes often to maintain a good image of himself to neglect self-esteem and become deeply insecure which is most expressed in the reigning scene

until finally unable to control his own power So he fled the city, where Elsa later blamed herself. Along the way until her habits change when she comes to solitude. Old-fashioned self-esteem was the way of relying on one's self-worth to a man. which when no one loves himself will be confused and lonely

3) Repression issues The most obvious characteristic of Elsa is the image of the person who suppresses it. From the beginning of the story to the middle of the story with various expectations from people around.

Elsa is an obvious round character. is the development of Elsa If comparing Elsa, she would be like a woman who is not social with anyone. and just encountered the world for the first time Perhaps Elsa confused herself. and shows frequent misunderstandings, such as communicating with Anna But Elsa doesn't know what to do. both loving you but also want the younger brother to be far away from himself as well which has become the creation of distance.

Elsa is able to convey the image of a transgender woman from a point of view. Development when going out to meet the world Elsa changes according to the setting and the story according to Elsa's environment. Elsa is considered a character. a complex It's as sophisticated as a real woman. and the story is conveyed in the complexity of Elsa is an innate complexity. and caused by the pressure that Elsa received

Elsa has a high self-confidence. and is not good at communicating Unlike Anna, who is very communicative and always happy. Even so, Elsa is complex in her relationship with Anna as well. The film shows many times the events where Elsa is confused and doesn't know what to do next. This behavior disappeared after singing Let It Go. Elsa's (Passakorn Intumarn, interview, August 6, 2016)

## 2) Anna

Anna is the opposite of Elsa, she is a bright, cheerful, playful character, typical of the youngest who doesn't care much about the world. Have high self-esteem, dare to speak and dare to express clearly. both in general and in matters of love It's very different from Elsa. This point is the point that shows the characteristics of the “new generation of girls” who want to be. Be yourself, speak up, assertive, and dare to live more than an old woman like Elsa, who has to keep her emotions in check and to follow the trajectory of society.



Image of Anna character. Source: Disney Frozen (2015).

In addition, Anna is optimistic and likes to be the center of attention for everyone such as sisters, parents, etc. She always thinks of herself in every way. (I am the big one) and think that everything will be the way you think. such characteristics It is another point that shows the image of a modern woman. that do not need to be under any tradition.

Society does not expect and frame women as before, despite the expectations of those societies. Modern women can choose their own path. A different and more personal corridor But what the modern young woman lacks is the experience of the world. Because everything will not turn out as you had imagined or imagined at all. It also reflects the modern woman through the character Anna.

Can be divided into two ways, including the concept of love. and the concept of self;

- (1) the concept of love The scene that describes the love of a modern woman is when Anna meets Prince Hans. Which is thought to be love at first sight, as the two have only met for 10 minutes. They both want to be engaged. But Elsa doesn't accept. This condition reflects the character of a modern woman who seeks quick and fast relationships. They were born in an era where everything is fast and looks superficial to create new relationships. without adhering to the traditional patterns anymore This led them to buy and use things to develop their appearance and appearance to attract the opposite sex, symbolizing modern superstitions.
- (2) The concept reflects the image of a new generation of women. Anna has a clear appearance. prominent personality and expect other things to spin with your thoughts



and has a head-to-head thinking only It is characteristic of the creation of images of modern girls. That can be very unsightly in some attitudes, such as expecting others to do what she wants.

### 3) Christoph

The film's main male character, Christoph, represents a man without a family, growing up on his own feet. and face the world a lot but still has honest honesty, looks like an ax which such characteristics of Christoph Can be compared to Anna in the form of a man. But differently, Christoph never had a family. In addition, these characteristics are also the characteristics of men that women can see in the general world, those who work and are hardworking. build your own life and face the world a lot The last in the film will lead to a heartfelt look between Christoph and Anna. which means that the sympathy between two people must be seen through suffering Because Christoph and Anna traveled together to help her sister.



Image of Christoph's character. Source: Disney Frozen (2015).

Christoph is a character that reflects the differences of his family compared to the two main characters, with Christoph devoid of any expectations others expect of him. and he expects others make this character a person who has a high degree of freedom of thought and experience But in the end, Christoph remains as a symbol of male-female love in Disney's animated films. But it didn't end with a wedding like a movie in the past.

On the other hand, Christoph is also a symbol that can characterize the masculine society. is a male society where parents tend to enjoy the outside world more than women Boys grew up with the outside world more than girls. This makes the relationship and communication characteristics of men more straightforward than women.

#### 4) Hans

Hans is the male main character. Another one, which is a villain character. but wrong in appearance that is clearly not a villain and doesn't show the evil from the beginning like other Disney animated movies.



Image of Hans character. Source: Disney Frozen (2015).



Hans is a reflection of his brother-sister society, which is different from the family characteristics of Elsa and Anna the character of the Hans family is that they have 11 brothers and Hans is the youngest, who try to find their own identity and yearn for power. Because the brothers have different abilities. And Hans himself is under pressure from his brother's success, this is a reflection of the lower sophistication in the male family, expressed in the official and show off success in life and not have a complicated relationship in the form of sisters and sisters, which is a picture that clearly shows that men have less complex society than women. The sentence shows the image of a female family. There is a complexity in the story of love and at the same time there is a problem with the relationship between them.

In addition, Hans the role model of a modern man with good looks, and come from a good family. Which these are the "hunters" of Somalia women very well. "Pula" means that these men often come into relationships male and female model for wanting things to exchange. Those trade-offs are those that will cause the woman to lose more, such as property, sex, or even kingdom, relationships with predators. Often looks good at first and when faced with a particular situation.

The "predator" will begin to manifest and eventually abandon the woman to regret. That's the setting between Hans and Anna.

Looking at the issue of love between Anna and Hans can also be a symbol, that describes the superficial relationship between a man and a woman by focusing on the relationship of the new era especially young women which the relationship is superficial and superficial causing long-term negative effects on the female body. The director should have used real events in the newspapers of Hollywood stars, came to create a scene of relationship between Anna and

Hans as well, which the main purpose should be conveyed for the new generation of young girls Not too rushed with love, so from the point of view of the analysis in Hans will find that this character is a character that conveys. Modern men approach women as hunters. Which is a picture in the character that needs to be conveyed to make young girls in the new generation understand the cruel world as well.

Theme and storyline of the animated film Frozen (Frozen) “Adventure in the Cursed Land of the Snow Queen. from watching animated movies What the researchers found most clearly was the film focuses on the relationship between two sisters as a sister between the protagonists Elsa and Anna. Because the sister was taught to keep all her secrets. By obeying father and mother and because she (Elsa) loves her sister, she has to distance herself for the safety of her sister. When he heard the news that his father and mother had died Elsa has to become the queen of Arndell. This was the point where she found that she was unable to control her own ice powers. and decided to flee the city Anna decides to find her sister in order to bring her back to rule the city again.

The storytelling is done through two processes: Narration of the characters in the story and use a third person perspective to see the whole story It is a depiction of the whole story, the rhythm of the opening of the story. The two protagonists open up as children bright, and immediately get into the crux of Elsa's troubles during the first 15 minutes of the film. which is a foothold in the background of the characters before entering the main story.

It starts with a play scene between Elsa. and Anna as a child which this scene is the opening scene at the same time, it is a problem from the beginning of the story until the end of the story.

Due to Elsa's mistake that sprinkled fire on Anna put Anna in danger which this becomes something that is imprinted on Elsa's heart and her parents have ordered Elsa to keep the matter a secret and not tell anyone. This is a scene that shows the pressure on the eldest daughter's parenting, or old women where a small mistake becomes the stigma persists throughout life, which mistakes may be caused by intention or inadvertent It has serious consequences, but the emotional and mental state of the victim continues, it is like a mistake that violates customs and traditions, those young women had to bear those sins, and continually being stigmatized by society.



Childhood scenes. Source: Disney Frozen (2015).

The scene that is considered the setting of the story's problems is the scene of the coronation of Elsa. It's another scene that shows weakness, and society's anticipation towards Elsa. And in the same scene caused two events that caused the breaking point of the story.

The first point is where Anna meets a man (Hans) and immediately agrees to marry at first sight.

When Anna comes to tell Elsa, this conversation happens.

Elsa: [to a guard] The party is over. Close the gates.

Guard: Right away, Your Majesty.

Anna: What? Elsa, no! No, wait!

[She tries to grab Elsa's hand, but instead yanks off her glove]

Elsa: [gasps, desperately] Give me my glove!

Anna: [also desperate] Elsa, please! Please! I can't live like this anymore!

Elsa: [pauses] Then leave.

[Anna looks at her with a hurt expression; Elsa then turns to leave]

Anna: [calling after her] What did I ever do to you?

Elsa: [impatiently] Enough, Anna.

Anna: No! Why? Why do you shut me out? Why do you shut the world out?  
What are you so afraid of?

Elsa: I said enough!

[In her fury, she conjures up an icicle wall around herself. Everyone - including Anna - stares at her in fright. Elsa shrinks back at what she's done]

Duke: Sorcery.

[hides behind one of his bodyguards]

Duke: I knew there was something dubious going on here.

Anna: [shocked] Elsa.

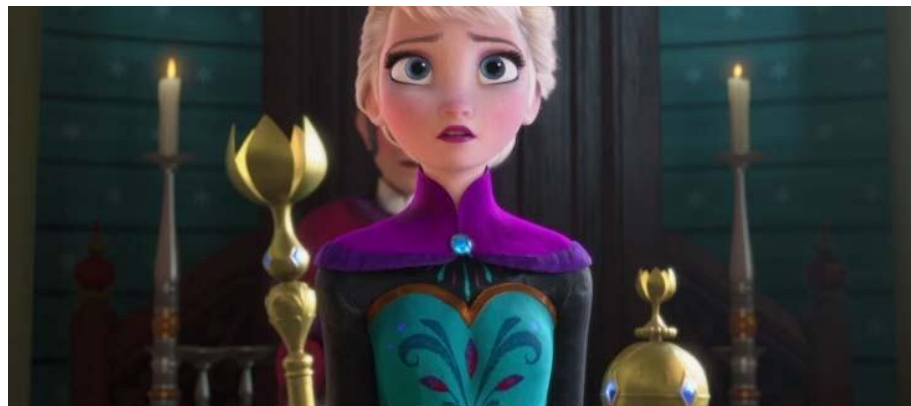
[Devastated, Elsa flees the ballroom]

From the screenplay of an animated film in 2015.

"Frozen" "The Adventures of the Cursed Land of the Snow Queen"

This conversation is a conversation that is the crux of the story. which is a conversation between Anna and Elsa Anna herself feels that she has been treated badly and inappropriately by Elsa. Anna herself felt that she had not met the outside world at all. and feel like facing the world Which she thought to herself that Elsa didn't want her to learn those stories. This story is like an old woman. and a modern woman with a different understanding of the outside world older women saw the outside area as a tiring and difficult area. which her obligations are already overflowing therefore do not want to care about external matters anymore while young women want to try to face the world by themselves, I'd rather try to see the world through my own perspective than live in my own castle. So, this is a reflection of people of two different ages.

After this conversation ends Anna stole Elsa's gloves. The gloves are like "armor" of Elsa by the meaning of gloves. Refers to something that protects and makes others invisible under that shell. Which led to the second event, the coronation ceremony. This is a problem due to Elsa's lack of self-confidence and a missing hand, resulting in Elsa's power being released uncontrollably. And finally, Elsa fled to the mountains alone.



Ceremonial scene. Source: Disney Frozen (2015).

When Elsa disappears, he enters the scene of Anna and Christophe's journey to find Elsa. From this point on, the story was changed to look more from Anna's point of view. and began to reveal ideas and More clues in Anna's life. Then cut him to the news of the death of his father and mother. And Elsa has to take the throne instead. Then cut him to the ceremony to celebrate Elsa's accession to the throne. In the event, Anna's main character was demonstrated, namely, quick thinking, quick decision making, and face-to-face selection. which is a feature of Generation Y and Millennial, causing Elsa's troubles. who does not accept Anna's engagement with a young man named Han Then he entered the throne, there was a problem that Elsa couldn't control the music, and make everyone know that Elsa has ice and made the city of Arndell he goes to winter Elsa then escapes from the city about in this scene an interesting conversation between the two characters Anna and Christophe bring Elsa and Anna's story.

Kristopher: So, uh tell me. What made the Queen go all ice crazy?

Anna: Oh well, it was all my fault. I got engaged, but then she freaked out because I'd only just met him, you know that day. She said she wouldn't bless the marriage and...

Kristopher: [Interrupts] Wait, you got engaged to someone you just met that day?

Anna: Yeah. Anyway I got mad and so she got mad and then she tried to walk away and I grabbed her glove...



Kristopher: [Interrupts] Hang on, you mean to tell me you got engaged to someone you just met that day?

Anna: Yes, pay attention, but the thing is she wore the gloves all the time, so I just thought, maybe she has a thing about dirt...

Kristopher: [Interrupts] Didn't your parents ever warn you about strangers? Anna: Yes, they did

From the screenplay of an animated film in 2015. "Frozen" "The Adventures of the Cursed Land of the Snow Queen"

The conversation is a conversation that takes place while on a quest to find Elsa. In the story, an argument about Anna caused Elsa to run away. With Anna sided with herself, Elsa has some trouble with the dirt. and never asked Elsa directly. about that Which is a word that reflects Anna's character of not thinking, like a young woman who focuses on her own speed and thinking. But what the movie is saying is that you may be fast and have your own mind. But always understand the thoughts of others.

The same conversation also reveals thoughts about Anna's speedy marriage. which Christoph asked and had the same idea as Elsa. At the thought of Anna's marriage that too soon This point is a symbol that says Marriage shouldn't be too early and empowers a woman to choose whether or not she wants to marry.

It is in this scene that the researcher learns about Christophe's history. and Anna's susceptibility to the world at first, Anna didn't like Christophe anything because Anna only looked at Christophe as a shell. Until they travel together, Anna learns the character of Christophe one by one. Less and learned to look at other perspectives with more people in addition, the researcher learned about the characters such as Christophe without family and the environment is like his family This was what Anna learned about her changing perceptions of others.



Anna's adventure scene. Source: IMDb (2015).

Then the story cuts into the scene of Elsa's side. Ice Castle Scene is the climax of the protagonist, Elsa, because when Elsa realizes that she has escaped the restraints, she builds her own ice castle. This in this point is like a woman of the era old, detached from family and social expectations when she gets out of that state, she has the power to create things that she's never done before. This is the key to the story is a sense of freedom. When there is no other person to pressure and expect this point is a feature that is presented in a way that is very different from other Disney movies. In addition, the interview revealed that the scene

may refer to the self-identification of the third gender from the songs of the song. Elsa Because Elsa has always kept a secret of her own. The secret could mean that she is a third gender, and in the song Let It Go refers to the reveal of the third gender (Coming Out), or this scene is symbolized. to liberation in various social conditions of women as well.



Ice castle building scene. Source: IMDb (2015).

At the end of the ice castle scene there will be an important event, Anna. And Christophe arrived at the castle. This coincided with Hans meet Elsa which produces one important sentence:

Kristopher: Now we just have to survive this blizzard.

Anna: That's no blizzard. That's my sister.

From the screenplay of an animated film in 2015. "Frozen" "The Adventures of the Cursed Land of the Snow Queen"

This dialogue refers to a woman's mind as hard to reach as an ice pie from the words of Christophe but Anna replied that it was my sister. Refers to part of Anna's understanding of what her sister is like. There was a high wall and had to go through in order to reach her sister's mind. Like the relationship of Sisters and sisters are highly complex between each other. And at the same time, both of them always understood the identity of the other.

When the two entered the castle, this is the same time that Hans discovers Elsa. So, there was a fight and finally the power of Elsa. Accidentally hurt Anna Causing Anna to have him heal if the curse is not healed. This scene allows the researcher to learn through the story of the character "Hans", who is revealed to be the villain of the film.

Then enter the final scene of the story. Ice storm scene It is a scene at the end of the story. It is the scene where Elsa and Anna meet. To cure Anna's condition caused by Elsa's accidental curse. Where Elsa must find Anna to solve the curse. And finally, when Anna turns to ice Her sister's love made her recover from the curse in the blink of an eye, unlike the old-fashioned Disney cartoons that can escape danger. Must be born from the love of young people only this is one of the important observations of the animated film Frozen (Frozen) "Adventure in the Cursed Land of the Snow Queen."



## Chapter 5

### Conclusion

The most obvious female portrayal is found in the character-by-character storytelling. From the animated film Frozen (Frozen) "Adventure in the Cursed Land of the Snow Queen", which can be viewed in 2 issues, is the external appearance of the character and character expression

- 1) The appearance of the character unlike other Disney characters, the characters aren't as slender as the early Disney, and they don't look as adventurous as medieval Disney. But instead, is a character that is outstanding in the difference of the character that is unique without seeing the clear puppet of the character, the tight shirt and the face is not clearly evil. Or look like a good person this conveys that good and bad people cannot be judged on the outside. Besides that, Elsa is a Disney princess who Be the first to show the value of dressing up beautifully by having makeup on your face.
- 2) Cultural issues presented through the story will find that this era is the era where the female portrayal is more resolute. And is changing rapidly and is an imperfect society as I understand it, we will find that these are reflected in the characters. and communication methods of

Subjects include having an incomplete family. (Dysfunctional Family) is the parents, but the children. And becoming an older sister must bear the great burden of parents this is what the film wants to convey to understand the imperfections of the family. To make the audience aware of the imperfections of society and the appearance of a woman from a dysfunctional family

- 3) The animated film “Frozen”, “Adventure in the Cursed Land of the Snow Queen” refers to women of two generations, the older woman. And new women by older women bore under social pressure and various expectations by the media through the character Elsa. And the new generation of women is more independent women. And continues to seek new things there is also superficiality in the relationship. And looking from her own perspective mainly by using Anna as a representative of the new generation of women.

This issue has been conveyed through conversations and different stories as follows:

In the conversation, you will find;

- 1) The old woman had a high self-locking image. and living with the self that makes the state of the self-look volatile.
- 2) Modern women have high self-esteem but lacks understanding of the world and look at yourself primarily



- 3) the image of a woman's marriage Modern women seem to have a choice in their marriage decisions. But the superficiality makes modern women may overlook the need to know the habits between the couple and understand more between them.

The animated film "Frozen" "Adventures in the Cursed Land of the Snow Queen" is characterized by a complex and indirect relationship between a brother and sister in a woman. Elsa's older sister is subject to various requirements from her father and mother. While the sisters were raised independently the most striking sight in the movie is that Elsa locks herself in a room. And does not show any emotion to anyone, while Anna happens without worrying about anything. like Elsa who has to be under heavy pressure from the surrounding environment Characters like Anna back was fed at release and have more fun That's why she doesn't feel any pressure at all. Instead, she's happy. And more optimistic than Elsa which becomes a misunderstanding between sister and sister and became the subject of the whole story. As a result, the relationship status between the sisters throughout the story, there is a lot of ups and downs throughout the story. This is a sign that conveys the complexity of relationship between sister and sister that has both love and dissatisfaction mixed with each other, which is different from a brother-brother relationship.

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