



1970 Disney Land guide.

Who created this message?

This image was made by Walt Disney Productions, for their amusement park called Disneyland.

What techniques are used to attract my attention?

The mascots of well known cartoon characters such as Mickey Mouse and Goofy are used to attract the attention of children and families.

How might different people understand this message differently from me?

Some adults may find that Disneyland and amusement parks are a waste of time and money. Others may want to go to Disneyland but can't afford to do so. Personally, I feel that this image was just meant as an advertisement/tourist guide for people that wanted to visit Disneyland in the 1970's. People who grew up in that era may feel nostalgic towards it.

What lifestyles, values, and points of view are represented in or omitted from this message?

This image displays well known cartoon characters posing in front of a castle. It does not display values that are especially important in the 21st century such as BLM, LGBTQ+ rights, and religion/beliefs. However, that is to be expected since this is an

amusement park guide from the 1970's.

Why was this message sent? profit and/or power.

This image is a tourist guide for Disneyland, an amusement park belonging to Walt Disney Productions. Amusement parks are expensive to go to, leading me to believe that this message was sent for profit.

I believe that the message of this media is that Disneyland is a great tourist spot to have fun with your family. The cartoon characters and the castle in the background make it evident that the target audience is children and families alike. Based on the way the characters are posing and smiling like they're having fun, it portrays itself as a place that is fun and happy. After all, there is a reason why Disneyland is called "the happiest place on Earth."