



THE REPRESENTATION OF GENDER IN *DISNEY'S SNOW WHITE AND THE SEVEN DWARFS* AND *MIRROR MIRROR* MOVIE

R. Dinda S Nurfadilla S¹Jauhar Helmie, S.S., M.Hum.²

^{1,2} Suryakencana University

¹fadindas10@gmail.com, ²jauharhelmie@unsur.ac.id

Abstract

The present study entitled *The Representation of Gender in Disney's Snow White and the Seven Dwarfs and Mirror Mirror Movie* aims at investigating the gender stereotypes representation in both of the movies using the chosen theory of gender stereotypes aspects by Golombok and Fivush (1994), also analyzing the gender development traits ascribed to character of Snow White in the movies. This study uses descriptive qualitative approach in relation to investigate and analyze the object material which are Snow White and the Seven Dwarfs (1937) and Mirror Mirror (2012) movies. The data were gained by doing observation. And to figure out the research question, the writer uses content analysis and employs the theory of gender stereotypes aspects (Golombok and Fivush, 1994) which are physical appearance, personality traits, attitudes and interest, social relations and occupation. This study uncovers the gender representation ascribed to Snow White in two version of the movies. The result shows that, in the first version, Snow White and the Seven Dwarfs (1937) is still presented gender stereotypes by ascribing femininity to Snow White, the character imaged as domestic, dependent and weak character. And Snow White experienced the gender development representation and the changing image of woman in Mirror Mirror (2012), on the movie Snow White is no longer images as before, dependent and weak but more likely to have a strong and brave character.

Keywords: *gender representation, woman image, Snow White, content analysis*

1. Introduction

Sex and gender are the two points which are became the part of the society. The term gender has been increasingly used to distinguish between sex as biological and gender as socially and culturally constructed. It strengthened by the theory of Soylemez (2010) which stated that every human being is born with a sex and into a gender, which is a formation of roles molded by society and culture. In terms of language and gender, it had found some differences in various marked ways. Eckert & McConnell-Ginet (2003) pointed out that, because of the traditional social factors, men have higher social status, thus leading to their privileges in speech. Furthermore, the English language makes certain distinction of gender-based kind, e.g., *actor-actress*, *waiter-waitress*, and *master-mistress*. Because of that, language is believed to have power in sexism and gender discrimination which are two of the examples of common cases in gender domain and it is called gender stereotypes. Cook and

Cusack (2010) defined a 'stereotype' as "a generalized view or preconception of attributes or characteristics possessed by, or the roles that are or should be performed by, members of a particular group". Following the gender roles norms, it is undeniable that women are seen to be submissive and meant to be under the men dominance. And the case is actually happens in media, where most of us are using it for fulfilling the entertainment needs. This case sparks interest for researcher to study about how the media represent gender. In this study, the writer would like to do a research which includes investigation of the gender representation on movie entitled Snow White in *Snow White and the Seven Dwarfs (1937)* and *Mirror, Mirror (2012)* using the theory of Golombok and Fivush (1994) and also analyzing the development of gender traits ascribed to character of Snow White in latest version of the movie.

2. Method

This study employed a descriptive research method in order to describe the two main research question of the paper. 1) To investigate the gender representation of Snow White in the *Snow White and the Seven Dwarfs* (1937) and in *Mirror, Mirror* (2012), 2) To analyze the development of the gender traits that ascribed to the character Snow White in *Snow White and the Seven Dwarfs* (1937) and in *Mirror, Mirror* (2012). According to Marczyk, Matteo, and Festinger (2005:15) descriptive method refers to the process of defining, classifying, or categorizing phenomena of interest. This study will be done with comparing two movies with the same plot, where *Mirror, Mirror* that released in 2012 is the life-action remake of animation version of *Snow White and the Seven Dwarfs* produced by Walt Disney and released in

1937. To analyze the data, in this research the writer employs content analysis. Content analysis is a method which can be used to systematically analyzing written, verbal, or visual documentation. (White & Marsh, 2006: 22). As for the specific purposes for this research, audio visual content analysis used to analyze the content of the two movies to obtain the result based on the theory of gender stereotypes aspects by Golombok and Fivush (1994).

3. Results

The results will be presented on the table below. The results are obtained based on the five aspects of gender stereotypes traits by Golombok and Fivush (1994).

Table 1. Snow White and the Seven Dwarfs

No	Context	Min	Contents	Performing Qualities	
				Feminine	Masculine
1	Physical Appearance	38:26	Snow White portrayed as a girl with white skin, red lips, and black hair. She wears dress.	✓	
2	Personality Traits	8:11	Snow found a little cry bird, she came near: <i>“Hello there, what’s the matter? Where’s your mama and papa? Why I believe you’re lost. Oh please don’t cry”</i>	✓	
		10:42	Snow was crying in the middle of the woods when she was lost.	✓	
		1:10:56	Snow hushing the birds whose came over the stranger old lady: <i>“Stop it! .. Go away! .. shame on you frightening a poor lady!”</i>	✓	
3	Attitudes and Interests	3.43	Snow White was sighing while looking so sadly at the palace after she mopped the floor.	✓	
		4:11	Snow white likes to sing, she was singing in many parts of the movie. And Snow also likes to dance, she danced with the dwarfs too.	✓	
		12:27			
		18:09			
54:06					
		11:32	Snow to the animals in the wood: <i>“.. I won’t hurt you. I’m awfully</i>	✓	

			<i>sorry, I didn't mean to frighten you... you don't know what I've been through .. all because I was afraid."</i>		
		39:54	Snow was then lived with the dwarfs and taking after them: <i>"...you'll just have time to wash.."</i> <i>"Why wash?"</i> <i>"Oh perhaps you have washed."</i> <i>"Yes, recently!"</i> <i>"Recently, let me see your hand!"</i> Said Snow while tucking her hand on her waist like a mother.	✓	
		1:15:09	Snow ate the apple the stranger gave her easily	✓	
4	Social Relations	11:11	Snow has a good relation with animal, it could be birds. When Snow was in the woods, she was approached by animals. And they became friend after that.	✓	
		1:11:31	Snow being kind and concerned to an old stranger lady who came to her house to give her a poisoned apple	✓	
		1:20:33	The prince came to save Snow's life by gave her a kiss.	✓	
5	Occupations	38:50	<i>".. and if you let me stay, I'll keep house for you. I'll wash and sew, and sweep and cook.."</i>	✓	
		1:09:20	Snow baked a pie for the dwarfs, accompanied by animals.	✓	

Table 2. Mirror Mirror

No	Context	Min	Contents	Performing Qualities	
				Feminine	Masculine
1	Physical Appearance	03:43	Snow White portrayed as a girl with white skin, red lips, and long black hair and wear beautiful dress.	✓	
		27:04	Snow dressed as the swan in the party at the castle	✓	
		50:92	Snow dressed any less like princess, she wear loose pants with blue shirt.		✓



2	Personality Traits	06.07-07.11	<p>Queen Clementianna asked a sarcastically question to Snow White:</p> <p><i>".. Snow White, is there a fire?"</i></p> <p>"Sorry?"</p> <p><i>"Is your bedroom on fire? ... im searching information why you out of your bedroom."</i></p> <p>"I thought maybe I could come to the gala."</p> <p>Queen Clementianna grabbed Snow White by the hair and Snow White did nothing to stop her.</p>	✓	
			<p>Snow was taken to the wood to get killed as the Queen commands</p> <p>"Please, Brighton, I'm afraid, I don't want to die like my father did."</p>	✓	
		42:56	<p>Snow conversation with the dwarfs after she found out they were robbing the people money:</p> <p><i>"You were mistreated by the queen no one understand that better than me. It's unfair but so is stealing from innocent families."</i></p>	✓	
		1:03:28	<p>Snow looked so sad when she knew the Prince will marry Clementianna</p>	✓	
		1:24:29	<p>Snow stated:</p> <p>"I made of more than you think."</p>		✓
3	Attitudes and Interests	17:09	<p>The conversation between Snow and the Prince who needs help:</p> <p><i>"Now we order you to release us."</i></p> <p>"Order me?"</p> <p><i>"If you refuse you shall suffer dire ..."</i></p> <p>"Only if you say please."</p>		✓
		30:10	<p><i>"You sneaky little tart. What were you doing, talking to my prince?"</i></p> <p><i>"Your prince?"</i> Snow said with a tone.</p> <p><i>"Where did you get such a dress?"</i></p>		✓

			<i>“Do you want to talk about my dress or what you did in the village?”</i>		
		30:44	<i>“Wow. Snow White breaking all the rules today. Hm? That’s a punishable offense”</i> <i>“By whose law?! You have no right to rule the way you do. And technically, I’m the rightful leader of this kingdom.”</i>		✓
		52:26-55:33	Snow fights the Prince who came to the woods and try to stop what she and the dwarfs doing; stealing for good.		✓
		1:22:44	Snow was about to fight the beast in the woods: <i>“Gentlemen, I can think of no greater group of warriors to lead into battle.”</i> <i>“Yeah!”</i> <i>“... But this is my fight.”</i>		✓
		1:23:07	Snow later message before she went into a fight: <i>“You know all that time locked up in the castle, I did a lot of reading. I read so many stories where the prince saves the princess in the end. I think it’s time we change that ending.”</i>		✓
4	Social Relation	02:36	The monologue said: <i>“.. the brave king bid farewell to Snow White, leaving her his favorite dagger.”</i>		✓
		04:14	Snow asked the bird who flee to her room: <i>“..hello there, would you like a treat?”</i> And then gave the bird a piece of apple	✓	
		17:48	Snow fell in love in the first sight to the prince when she was helped him with the rope in the woods.	✓	
		56:00	Snow White as the bandits’ leader.		✓



		1:14:32	Snow White saves the prince.		✓
5	Occupations	41:25	Snow cooked some food for the dwarfs who let her stay in their house.	✓	
		52:08	Snow is the leader of the bandits thieves		✓
		52:26	Snow eventually great with weapons and have been fought a lot		✓

4. Discussion

From the findings after going through the investigation referred to five aspects of gender stereotypes traits theory by Golombok and Fivush (1994) Snow White and the Seven Dwarfs (1937) mainly shows the feminine quality, the movie is still applying the gender stereotypes by characterizing Snow White as how the stereotypes of woman portrayal in media. This result is in line with Towbin *et al.*, (2008:21) women are “consistently placed in situations where looks count more than brains and helpless and incompetent behaviors are expected.” Nevertheless, the new version of Snow White, Mirror Mirror (2012) presents a different result from the previous one. Out of the five aspects, the character Snow White has changed mainly in two of them which are attitudes and interests, and occupation. From the findings of the investigation, can be conclude Snow White break the stereotypes by no longer portraying a feminine qualities but portraying a man images by taking action in fights, leads, and even become the hero of the movie. The findings are all fulfill the expectation of gender traits development as Snow is now portray as logical, competitive, independent, assertive, and dominant (Foss, 1989; Wood & Reich, 2006) active, aggressive and goal-oriented. And after the investigation and analysis, it can be conclude that there is development of gender representation in character of Snow White which represent in Mirror Mirror movie.

ACKNOWLEDGMENT

We would like to express our deepest appreciation to all those who provided us the

possibility to complete this paper. A special gratitude we give to our affiliation, Suryakencana University, whose provided us a chance to join the International Seminar.

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