The Disney Discourse Community: Full of Magic!

By **Anthony John Regner –** *updated 3/2/2020*

Our Disney Discourse Community is filled with tons of magic and imagination. There are many ways to enter whether you are a Disney Parks enthusiast, a merchandise collector, movie binge-watcher, or a subscriber. You just need to be a Disney fan.

The goal of the Disney Discourse Community is to unite the Disney community with one other, spread magic around the world, use their imaginations, and make dreams come true. This Discourse Community is for mixed audiences, both for children and adults, because of having either a big imagination, nostalgic value for Disney classics, or enthusiasm for Disney parks, movies or collectibles. It is a Discourse Community, because the people inside this community often recite well-known quotes from Disney movies, go to Disney theme parks, play Disney games on their consoles or their mobile phones, and become collectors of Disney merchandise. The Disney Discourse Community believes in magical experiences, dreams, fantasies, enjoyment and happiness. In addition, members of the Discourse Community have at least heard of the term “Steamboat Willie”, and have some knowledge of some Disney movies.

I have slowly made my way to this Discourse Community by becoming a fan of the *Toy Story* franchise, which was a Disney/Pixar movie, due to the upcoming release of *Toy Story 4*. By the time I installed the game Disney Magic Kingdoms on my phone, I have gained entry for this Discourse Community, because not only I have exposed myself to *Toy Story* content, but I also get to see the bigger picture what is like to be in a Disney world as a whole. It even introduced me to Steamboat Willie, the history of Mickey Mouse, the entire Disney movie library, D23 (a fan club), and further knowledge of Disney parks.

The rules of the Disney Discourse Community is that the members must be generally engaged with Disney-related activities, have some knowledge of Disney movies, in addition to the “sensational six” from Mickey and Friends, and Steamboat Willie. Thus, the Disney Discourse Community is unique in different ways.

What makes the Disney Discourse Community unique is how we communicate to each other. In Disney Parks, the people who work there are called the “cast members”, and the people visiting the park are called the “guests”, instead of “employees” and “customers” respectively, because the Disney Parks as a whole are considered as “stages”. Sometimes, there are cast members that are on their character costumes, portraying as their respective characters in order to fulfill the magic and create imaginations.

Instead of pointing using one finger, we point using two fingers, or sometimes the whole hand. Pointing with two fingers is called the “Disney Point”. The Disney Point increases visibility to everyone, including the children, visually impaired and the blind, so it makes navigation easier. Pointing with one finger is considered offensive and rude to some cultures. According to the Insider article, “Disney World hosts guests from all over the world, [so therefore] the resort makes sure to train its employees to be sensitive to these cultural differences.” Therefore, the Disney Point is welcoming to all cultures since it is not an offensive gesture in any part of the world.

Since there are many children enjoying the magic of Disney, we want to keep things friendly in our Discourse Community. In this case, we use codes to report incidents, instead of actually indicating the incident itself. For instance, we’ll say “Code P” or “Code U” for urine-related incidents, “Code V” for vomit, and according to the Disney Dining article, “Code 101” is also used if an attraction is closed down for various reasons. The other codes listed in Disney Dining is White Powder Alert, Signal 25, Signal 70, Alpha Unit, and Treasured Guest. Outside of the Discourse Community, I think the phrase “Treasured Guest” means that the guest is valued, and deserves recognition. However, in this Discourse Community, “Treasured Guest” has a very different meaning. It means the guest in Disney Parks is engaged in disruptive behavior. The reason why we use codes in Disney Parks is to avoid having the guests to panic and to deal with the incidents quickly and quietly.

Another thing that makes our Disney Discourse Community unique is the collection of merchandise and movies. To show the people that we are fans of Disney, we buy a wide range of Disney movies from *Snow White and the Seven Dwarfs* (1937) to *Frozen 2* (2019), and buy merchandise from Disney stores. The more Disney movies and merchandise we purchase, the more we become a Disney fan and become members of this Discourse Community. From time to time, we hear popular Disney catchphrases such as “Bibbidi-Bobbidi-Boo!” in *Cinderella* (1950), “Hakuna Matata” in *The Lion King* (1994) which means “no worries”, and “To infinity and beyond!” in *Toy Story* (1995). Many of the members in our Discourse Community often recite popular catchphrases as part of the everyday conversations, and some even go as far as saying “Hey-howdy-hey!” as their greeting instead of just saying “Hello!”.

This Discourse Community requires members to be fans of Disney. However, some members of the Discourse Community are not into going to Disney parks nor collecting Disney merchandise and that is considered acceptable.

Another way that we are being members of the Discourse Community is watching lots of Disney movies in Netflix or Disney+, and/or playing Disney games such as *Disney Magic Kingdoms*, *Disney Emoji Blitz*, *Disney Crossy Road*, and the *Kingdom Hearts* series. However, just watching one movie or a single movie franchise doesn’t automatically let them join the Disney Discourse Community, because it would be unlikely that one knows other Disney content outside of their favorite Disney movie. For instance, if I were to only watch the *Toy Story* franchise, and play the game *Toy Story Drop!* it would not be appropriate for me to be in this Disney Discourse Community, because this Discourse Community covers a lot of Disney movies and media, and I mean, at least 100 Disney movies. However, just installing the game Disney Magic Kingdoms in our phones would encourage us to join the Disney Discourse Community, because the game already have a wide coverage of movie titles and shows including *Mickey and Friends, Toy Story, Cinderella, Monsters. Inc, Wall-E, Tangled, Sleeping Beauty, The Jungle Book* and recently, *Lady and the Tramp*. Since there are at least 220 characters and at least 25 movie titles being featured in this game, I would consider it big enough for the player to get to know Disney content throughout the game, which will eventually lead to interest of Disney movies and even Disney itself. The only one condition for the members of this Discourse Community, regardless of goal or style is that we need to have knowledge about Mickey Mouse and the other characters in the “sensational six” is Minnie, Donald, Daisy, Goofy and Pluto. In addition, all of us must have heard of the term “Steamboat Willie” at some point of time, because it was very important in Disney history.

There are many ways that one can be a member in the Disney Discourse Community. They can either go to Disney parks on a regular basis or buy Disney merchandise, movies or both. If they choose not to spend money on merchandise or movies, they can also subscribe on a streaming service such as Disney+, or download a Disney game such as *Disney Magic Kingdoms*. All of these activities will show that the members of our Discourse Community are loyal fans of Disney as a whole. Being a fan of just one Disney movie does not qualify, but rather, multiple movies, along with Mickey Mouse franchise. With many ways to be in a Disney Discourse Community, we are all there to spread the magic, use imaginations, and make dreams come true.

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