A Picture's Worth a Reputation

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Preview

- Historical Context
- Photograph Background
- Photograph Importance
- Findings
- Discussion

Historical Context

- Discovery Island 1977-1999
  - Wildlife reserve with a poor reputation
  - Located on an island in Bay Lake, Florida
- River Country 1976-2001
  - First water park in the nation
  - Built on the edge of Bay Lake

Background of Photographs

- Pictures taken by photographers Seph Lawless and Shane Perez for their respective personal blogs

- Photographs document the abandoned Disney Parks as they stood in 2009 and 2016

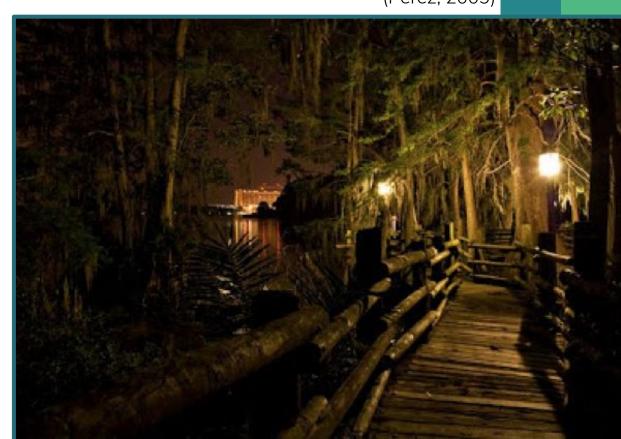- Photographs capture the neglect, waste, and nature present within the parks

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Why These Photographs?

- Research concerning photographs' visual arguments and companies' environmental images were prominent

- Previous research lacked an intersection of visual and environmental arguments

- Two research questions were posed:
  - How can photographs create environmental arguments?
  - How can photographs challenge a company's environmental image?
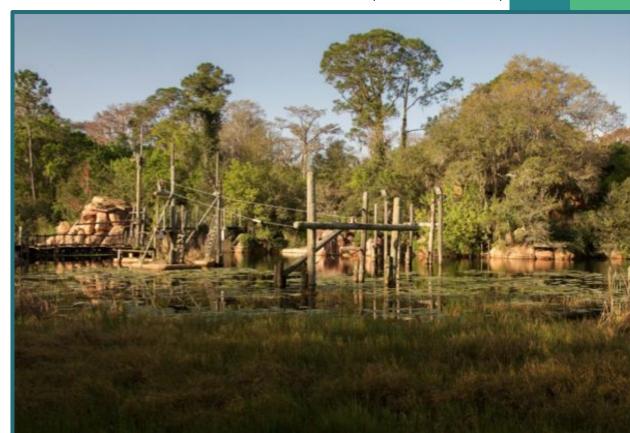
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Findings: Discovery Island

(Perez, 2009)

- Feature darkness

- Emphasize waste

- Argue waste is neglect

- Contradicts Disney's environmental goals

Findings: River Country

- Feature light & color

- Emphasize nature & scenery

- Argue nature is apathetic toward waste

Discussion

- Disney's environmental stewardship focuses on greenhouse gas, waste, and water resources

- These photographs challenge Disney's environmental image by showing how Disney is neglecting its own parks

- Photographs create environmental arguments by demonstrating neglect

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References

Lawless, S. (2016). Dismaland photo gallery [Web blog post]. Retrieved from
http://sephlawless.com/gallery/abandoned-disney-world-dismaland/

Perez, S. (2009, December 25). Discovery Island [Web log post]. Retrieved from
http://shaneperez.blogspot.com/2009/12/discovery-island.html

Thanks!

Any questions?