



# A Picture's Worth a Reputation

Allegra Hardin

# 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

# 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?

# Findings: Discovery Island

(Perez, 2009)

- Feature darkness
- Emphasize waste
- Argue waste is neglect
- Contradicts Disney's environmental goals



# Findings: River Country

(Lawless, 2016)

- 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



# 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?