A Picture’s Worth

a Reputation

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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

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

(Perez, 2009)
Findings: River Country

- Feature light & color
- Emphasize nature & scenery
- Argue nature is apathetic toward waste

(Lawless, 2016)
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


Thanks!

Any questions?