

and 810,000 make a purchase at a Disney store (19). As Benjamin Barber argued in 1995, "[T]he true tutors of our children are not schoolteachers or university professors but filmmakers, advertising executives and pop culture purveyors" (qtd. in Giroux 63). Thus we perform our "pedagogical intervention[s]" of examining Disney's power to "shap[e] national identity, gender roles, and childhood values" (Giroux 10). It remains a necessary and ongoing task, not just for concerned parents, but for all conscientious cultural critics.

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### Reading as a Writer: Analyzing Rhetorical Choices

1. While the topic of this essay comes from popular culture, the language is quite scholarly. Circle any words that might be new to you, and see what you can discern about their meaning from the context, and then look them up. For example, you might want to be sure you know the meaning of "bildungsroman" (para. 1), "patriarchal" (para. 5), "homosocial" (para. 16), and "pedagogical" (para. 24), among others. How are these terms important to the authors' argument?