

DISCOURSE ANALYSIS OF ETHICAL CHALLENGES IN MULAN DISNEY PRINCESS MOVIE

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ABSTRACT

Movies are one of the most favorable types of media which play a great role in shaping our daily lives. Also, they hold a huge impact on both children and adult in the whole world. Due to this importance, the present study shades the light on Mulan (1998) Disney princess animated movie which is highly seen by the audience. It seeks to analyze the verses of one of the movie's songs which is entitled " you'll bring honor to us all ". The article tends to analyze the types and the frequency of the different categories of lexical cohesion. For this purpose, Tanskanen's (2006) model of lexical cohesion is adopted for the analysis. The analysis revealed 42 lexical cohesive devices. The article reaches the conclusions that simple repetition is highly used among the other types and especially the repetition of the pronoun "you" in order to indicate that the honor of Mulan's family is based on her, since their cultural norms force the girl to be like " a perfect porcelain doll " in order to impress men and this in return will bring honor to the family. But Mulan did not submit to these norms; instead, she honored the family and saved the country by breaking and challenging the traditions.

KEYWORDS: *Discourse Analysis, Ethical challenges, Disney Princess Movie, Mulan, Lexical Cohesion*