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Walter Elias "Walt" Disney

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Walt Disney, the genius who did what none of educators could do. Educators have been trying to teach moral to children but they failed, not the same as Walter Elias, "Walt" Disney, who is the one of the founders of The Walt Disney Company.<sup>1</sup> The way that Walt Disney did is very different from what educators did in the classroom, he use the right media which are cartoons to instruct the children, at the same time he also made a huge amount of money. Since the Walt Disney Company was established in October 16, 1923, almost a century, they have produced cartoons, more than 50 theatrical animated features were broadcasted. The moral content was filled in every single film. This seems to be a mainspring of moral instruction into the children, with joyful emotions.

Walt Disney knew very well about what children love, then he tried to make use of them to be a tool to avail the children. In the present, mass media plays an important role in giving both information and entertainment to the people in society, including children which may spend 1-3 hours a day on television. Watching television is their favorite activities and the most favorite program is cartoon. There are 2 important reasons why children love watching cartoon. First, the cartoon was created a simple layout line and an

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<sup>1</sup> The Walt Disney Company (NYSE: DIS), commonly referred to as Disney, is an American diversified multinational mass media corporation headquartered in Walt Disney Studios, Burbank, California, United States.

understandable content. And the second is exaggeration, the cute characters and the very exciting stories attract children excellently. But every coin has two sides, because of the childhood, children lack of information to determine which source of information is good or bad and are unable to synthesize and analyze provided information, so that they believe everything is true. It may lead the children to have bad behavior. Fortunately, Walt Disney cartoons try hard to avoid violent scenes and provide much optimistic scene, therefore, to let the children watching Walt Disney cartoons seems to be the best choice.

Walt Disney is a well-known and widely accepted in the field of production and quality of the technicality and the content. The key element is in every Walt Disney movies featured the graceful movement, beautiful color, sweet song and mixing of moral content. For example, in Lion King, there are 5 main ethics that the director wants to instruct the audience which are love, gratitude, responsibility, kindness and courage. As an illustration, there is a scene that the father gets in to herd of bison to help his son, and he finally die. In this scene, we can see the love of dad and the courage, the responsibility of the king of the forest that have to protect the animal. Another example, there is a scene that the father and son walk in the forest and talk about how to be a good king, the father teach the son that he has to have ethics in his heart such as gratitude, kindness and love.

Generally, every child who is watching Walt Disney automatically absorbs the hidden ethics into his heart and this process will lead that child to be a gentle person. Also, in case of the child who was asked to analyze the hidden ethics in each scene, the child is able to explain too. Example from the sample of asked children, in the scene in the end of the story, after the horrible story passed, the son returns and takes the king

position back from the antagonist, then all animals in the forest harmonious come to congratulate the new king. One of those children can find out an extra hidden ethic that is unexpected which is to respect the right of the other. That is amazing!

From Walt Disney cartoons children learn with emotions. They learn while they are laughing, while they are crying and they learn even while they are getting angried with what they see in the cartoons. This way of learning can impress children deeply and effectively. Walt Disney is the man who knows this secret and that's why he can hold the heart of children all over the world.

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