

THE MIRACLE OF THE MOVIES

to amaze you, charm you, thrill you!

WALT DISNEY'S

First Full Length Production

SNOW WHITE

and the
SEVEN DWARFS

*His First Full Length
Feature is Here!*

**THE MOST ASTONISHING NEW
THING IN ENTERTAINMENT
SINCE MOVIES WERE BORN!**

You've wondered about it. Now wonder no more. Its miracle of motion and emotion... presented by Disney and the thousand artists who worked three years to make it.

Distributed by
RKO RADIO PICTURES
© 1937

All in marvelous
**MULTIPLANE
TECHNICOLOR**



Early Cinema

What are the 5 major technological developments in this period:



Hollywood 1930s

Who are the major film studios during this period?

What were some of their biggest successes?

Curran and Seaton

#Power and Profit

#Limit Creativity

#Social Diversity



Walt Disney

Who was Walt Disney and how did he become a success in the 1930s?

David Hesmondhalgh

#Vertical Horizontal

#Formatting / Risk

#Different industries

the story of

Walt
Disney



and the SEVEN DWARFS™

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'WHISTLE WHILE YOU WORK' HELEN
'SOME BODIES

Snow White and the Seven Dwarfs

List 10 facts about the film.

THE MAKING OF
WALT DISNEY'S CLASSIC
Snow White
and the Seven Dwarfs

and the SEVEN DWARFS™

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Influences

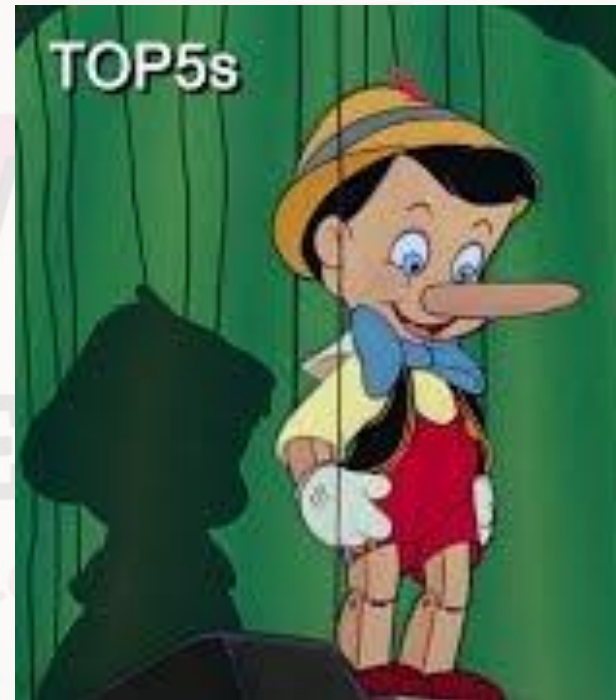
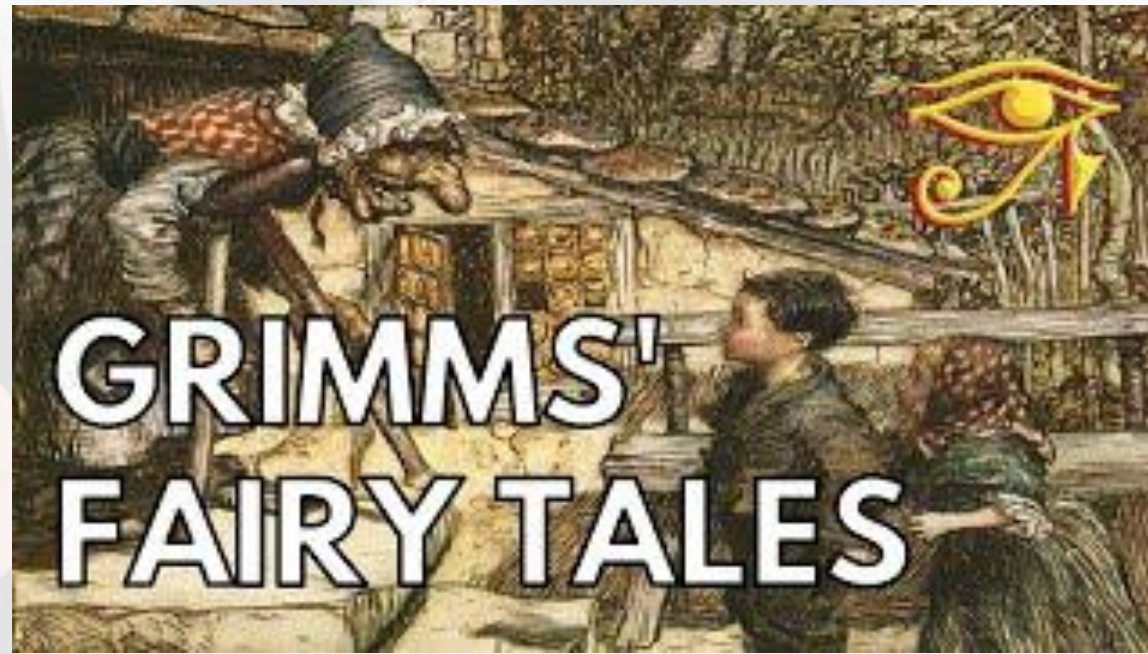
How did the Brothers Grimm influence Snow White and the Seven Dwarfs?

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SNOW

and the SEVEN

TECHNICOL

SOME... WILL YOU WORK? HEAR... including

German Expressionism

What are the main codes and conventions of German Expressionism?

How was Snow White influenced by this film movement?

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Disney's Animation

How did Disney animate Snow White?
List the various techniques.



Snow White

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'SOME B...

American Midwest

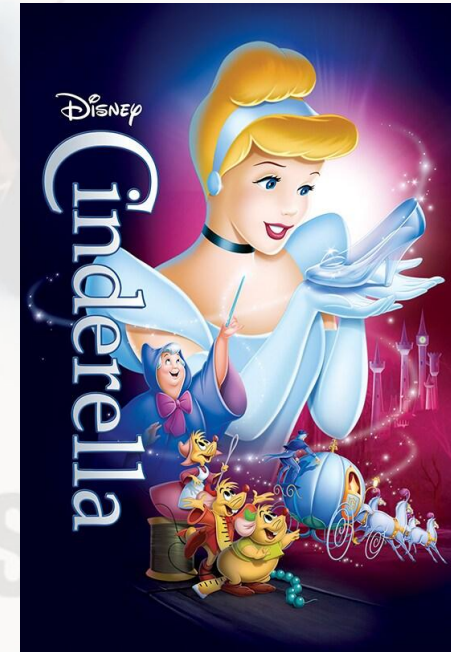
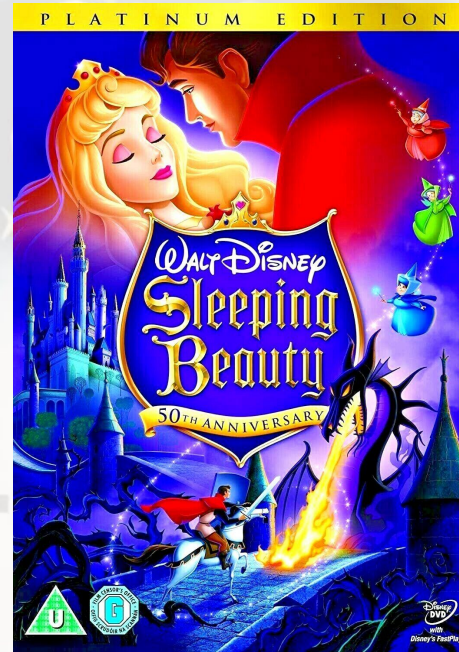
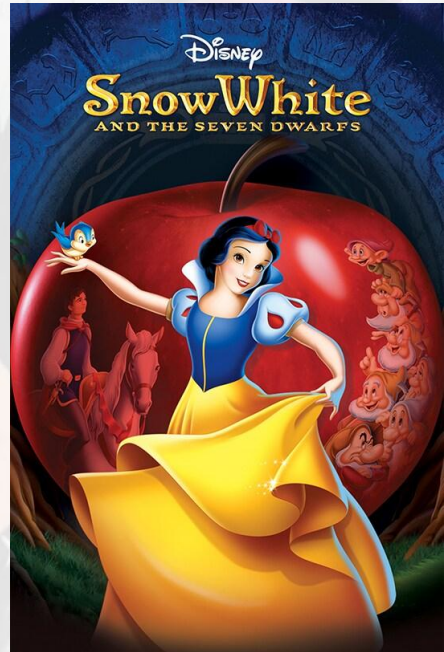
How does Snow White and the Seven Dwarfs, Cinderella, and Sleeping Beauty, portray an idealized, all-American vision of innocence and wholesomeness. List the various techniques.

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Walt Disney as Boss

Was Walt Disney a good boss?
What were his strengths and
weaknesses?



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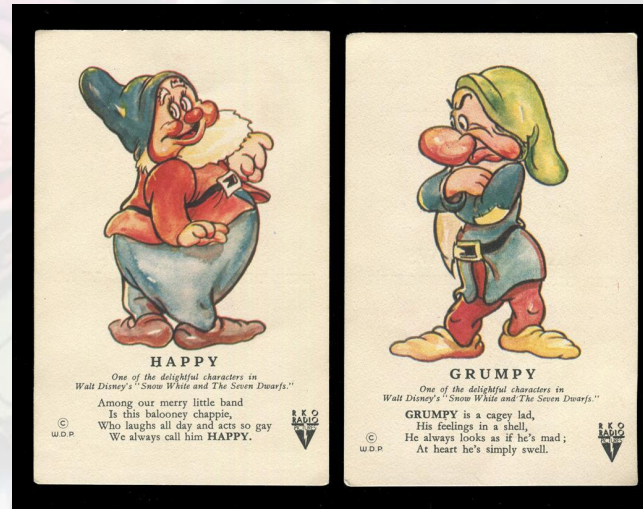
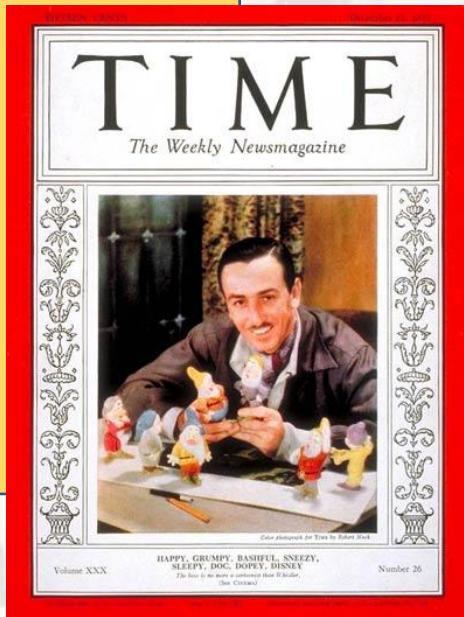
With NINE wonderful songs-including
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'SOME BODIES

Advertising

Marketing Techniques:

How do the following promote the film?

- Posters
- Trailers
- Trade Cards
- Synergy
- Radio
- Magazines
- Premiere
- Word of Mouth
- Reviews



David Hesmondhalgh
 #Vertical Horizontal
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Original Trailer

Film Trailer Analysis:

Genre

Narrative

Binary Oppositions

Semiotics

Stars

Mark of Quality

Intertextuality

Share your analysis with the rest of the class?



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'SOME DAY'

Original Poster



Film Poster Analysis:

Genre

Narrative

Binary Oppositions

Semiotics

Stars

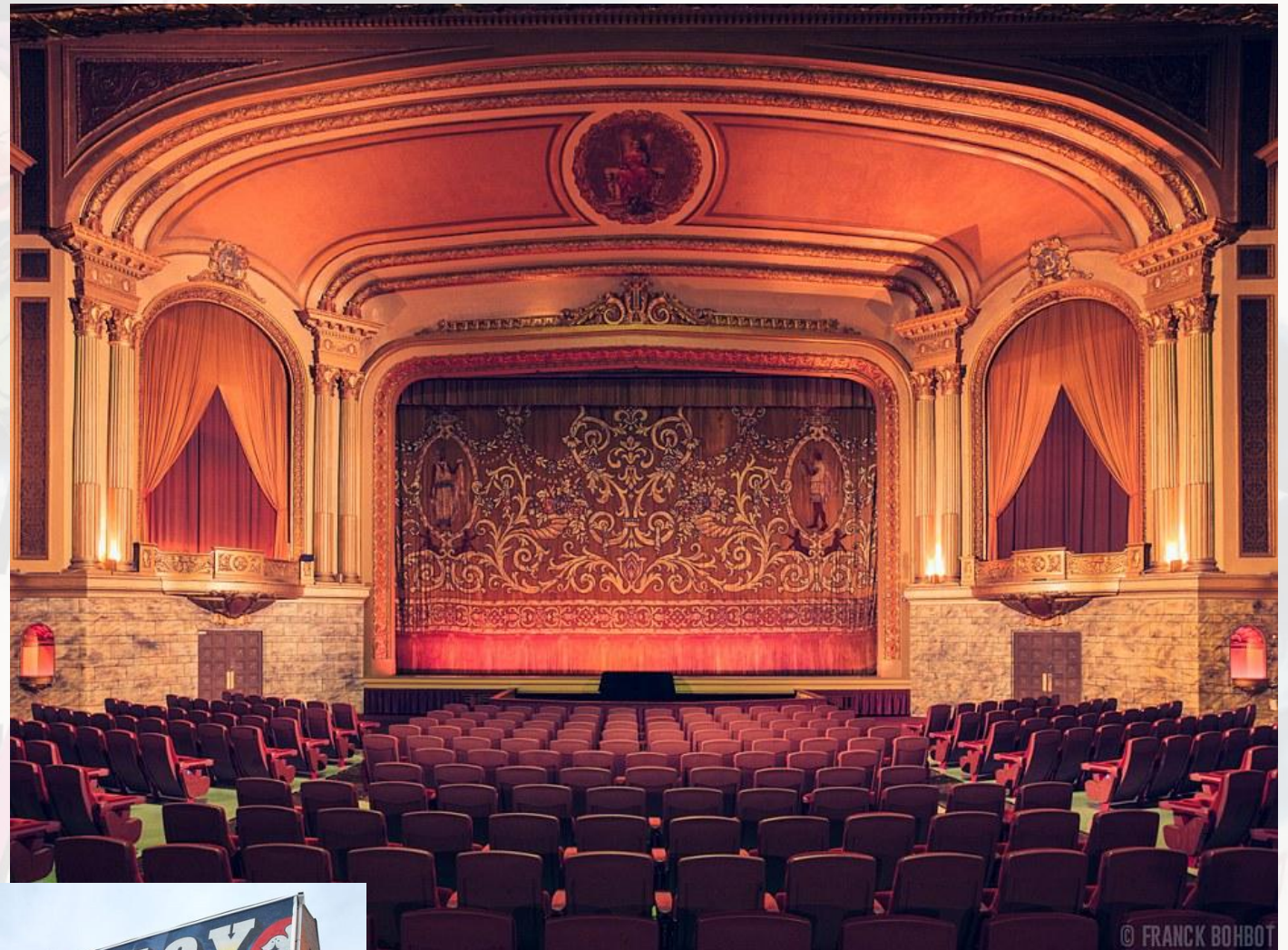
Mark of Quality

Intertextuality

Share your analysis with the rest of the class?

Cinemas in the 1930s

How does the 1930s cinema experience differ from today?



WARF'S
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'SOME B...

Distribution

Apply horizontal and vertical integration to cinema of the 1930s.

How was Snow White different?

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Disney and RKO

Who are the major film studios during this period?

What were some of their biggest successes?

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Box Office

How successful was the film at the box office?

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Why was it a success?

What makes a film a success?
Apply these to Snow White.

SNOW WHITE AND THE SEVEN DWARFS

G 1937, Kids & family/Fantasy, 1h 20m



97%

TOMATOMETER
122 Reviews



78%

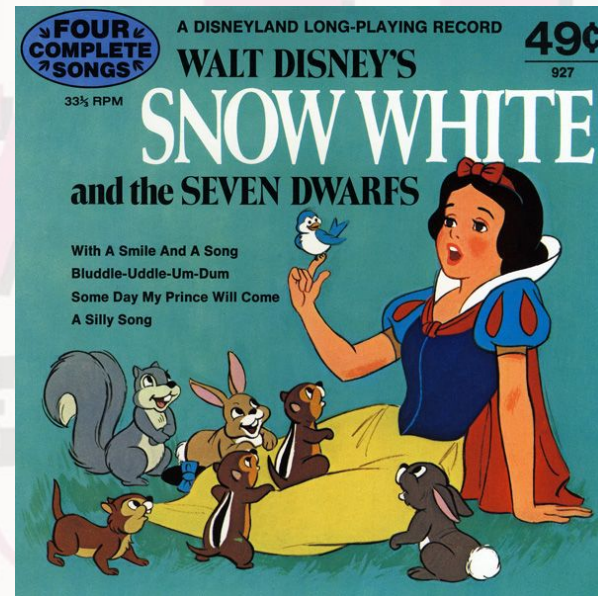
AUDIENCE SCORE
250,000+ Ratings

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- #Social Diversity

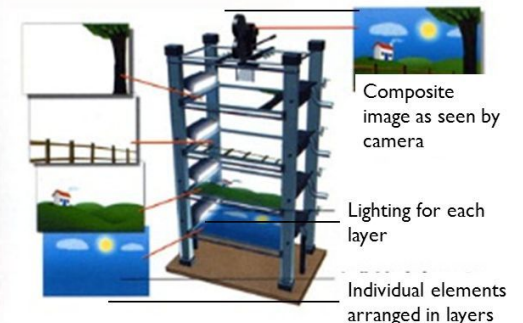
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Snow White and the Seven Dwarfs - 1937

- **The Multiplane Camera** – Created a three-dimensional effect.



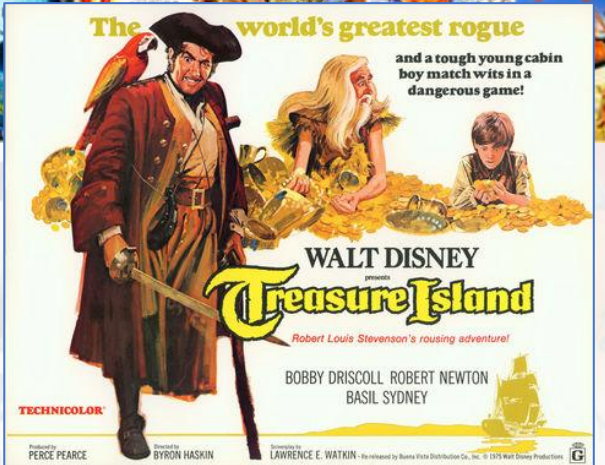
According to RKO, *Snow White and the Seven Dwarfs* had earned \$7,846,000 in international box office receipts by the end of its original theatrical run.^[71]

Disney after 1937

What happened to Disney after the success of the film?

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Merchandise

Find examples of merchandise for Snow White and share your findings with the group.

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Home Release: Super 8mm

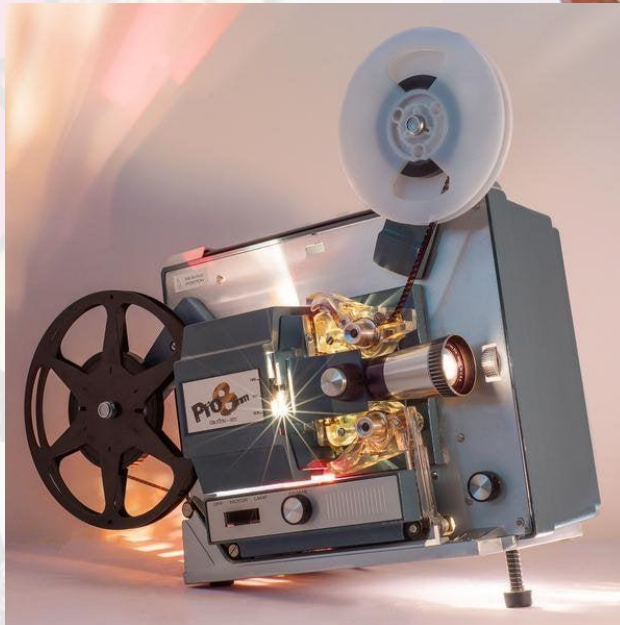
What were the advantages and disadvantages of owning a copy of the film on Super 8mm?

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WHISTLE WHILE YOU WORK" HEAR
wonderful songs-including
"SOME B...

Home Release

What was Disney's video release strategy?

How did this boost sales?

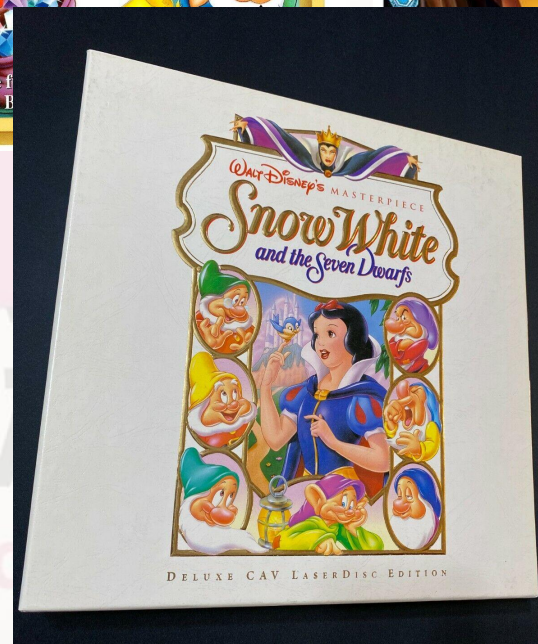
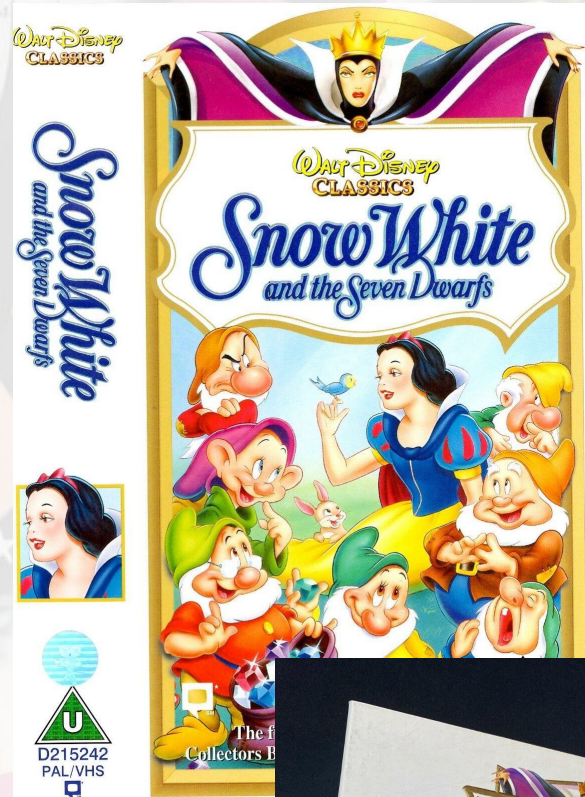
Apply the same to Laserdisc, DVD, BluRay and 4K.

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- #Limit Creativity
- #Social Diversity

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Re-Releases

Why did Disney re-release the films 6 times in cinemas?

1944, 1952, 1967, 1983, 1993, 2016

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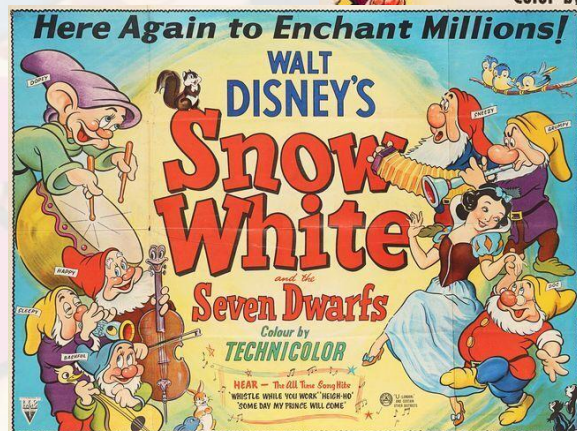
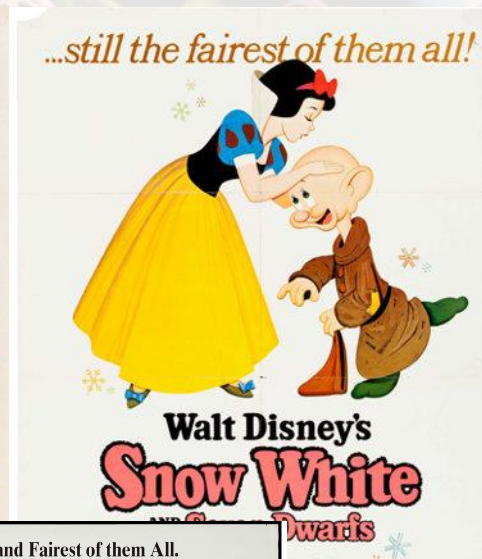
#Social Diversity

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#Vertical Horizontal

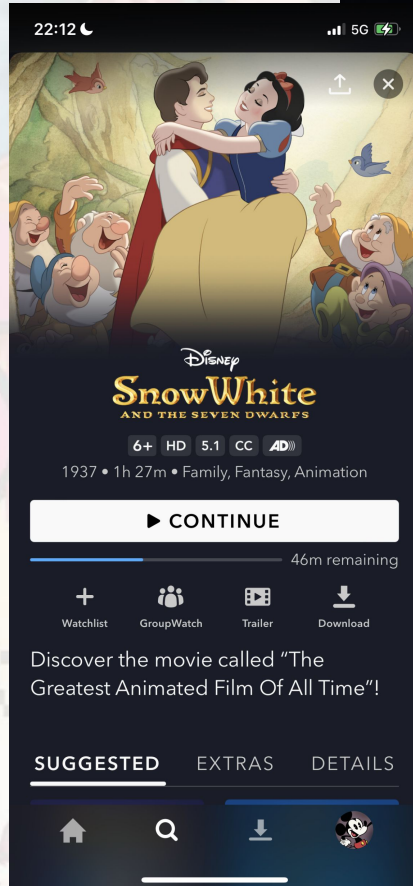
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Popularity today?

How has Disney maintained audiences for its older products?



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SNOW

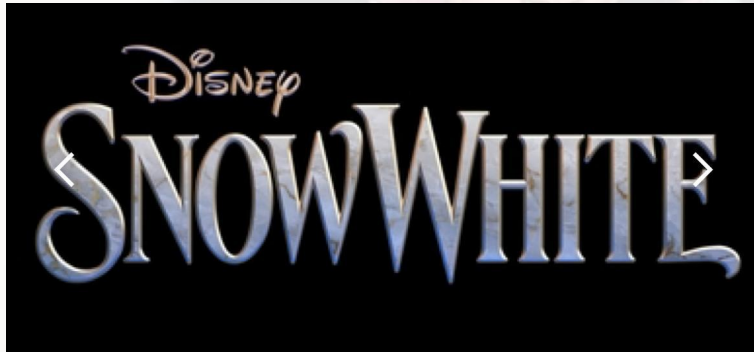
and the SEVEN

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 **Disney OWNS EVERYTHING**

WHISTLE WHILE YOU WORK" HEAR...
SOME...
Songs-Including I

Live Action Remakes



Who are the major film studios during this period?

What were some of their biggest successes?



Synergy

Who are the major film studios during this period?

What were some of their biggest successes?



Maintain Audiences

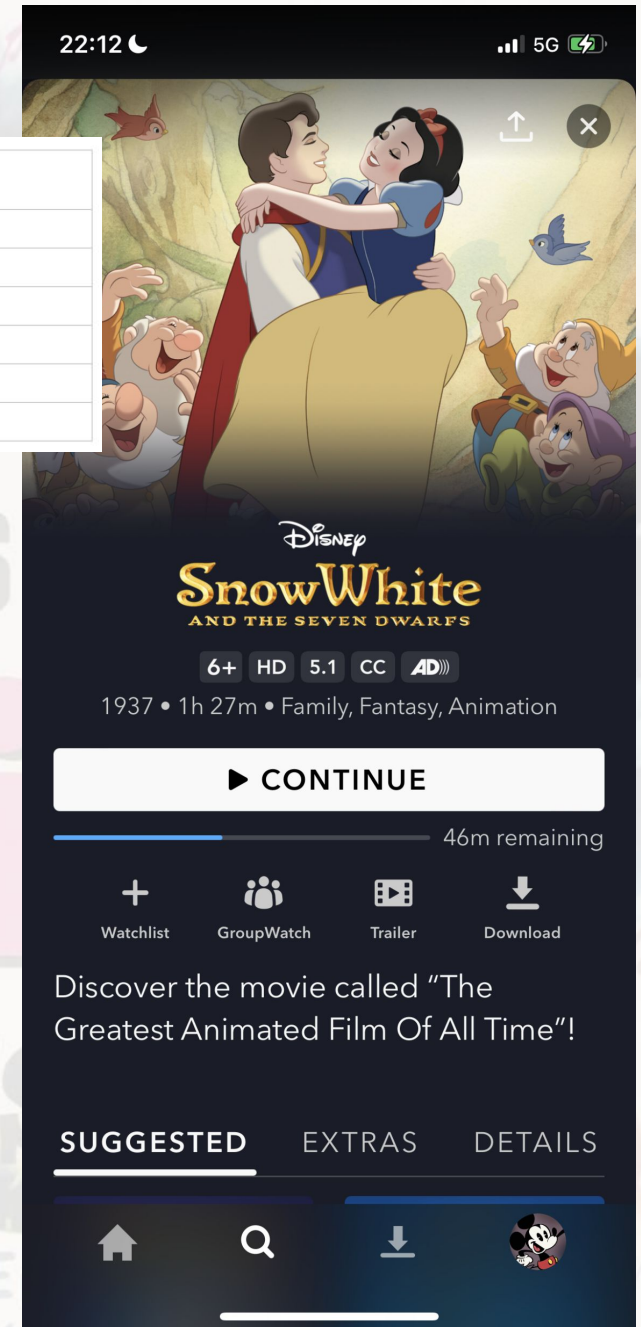
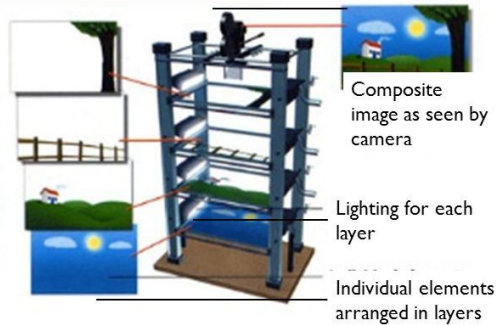
Production Budget
Box Office Revenue
Merchandising
Historical Significance
Long-Term Impact
Streaming and Distribution

All Releases	Domestic Distributor	Walt Disney Studios Motion Pictures See full company information
DOMESTIC (100%) \$184,925,486	Budget	\$1,499,000
INTERNATIONAL (-) -	Earliest Release Date	December 21, 1937 (Domestic)
WORLDWIDE \$184,925,486	MPAA	Approved
	Running Time	1 hr 23 min
	Genres	Adventure Animation Family Fantasy Musical Romance
	IMDbPro	See more details at IMDbPro



Snow White and the Seven Dwarfs - 1937

- **The Multiplane Camera** – Created a three-dimensional effect.



The Hays Code

Apply the Hays Code to Snow White.

“The Hays Code was this self-imposed industry set of guidelines for all the motion pictures that were released between 1934 and 1968,” says O'Brien. “The code prohibited profanity, suggestive nudity, graphic or realistic violence, sexual persuasions or sexual violence.”



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BBFC

FILM



Snow White And The Seven Dwarfs

very mild scary scenes, threat

SNOW WHITE AND THE SEVEN DWARFS is an animated fairy tale in which a princess is forced to hide from a wicked Queen.

Who are the major film studios during this period?

What were some of their biggest successes?

TITLE: SNOW WHITE AND THE SEVEN DWARFS

Distributor: UKFD

Country of Origin: USA

Genre: CHILDREN'S ANIMATION

Eng Lang: X Foreign Lang:

Subtitled: Dubbed:

Film: X Video:

First: Resub: X

Cuts: No Cuts: X

Category: 'U'

	Uc	U	PG	15	18	R18	CUTS	REJ
THEME	X							
TREATMENT	X							
VISUALS: NUDITY								
SEX								
VIOLENCE	X							
HORROR	X							
LANGUAGE	X							
DRUGS								
CRIMINAL TECHNIQUES								
LEGALITY: OBSCENITY								
CHILDREN								
ANIMALS								
BLASPHEMY								
FILM AS A WHOLE	X							

Keywords:

Passed 'A' 14.1.38; re-submitted 1964 and cut for 'U' (cuts on film at BBFC).

Classic film in which the wicked queen attempts to kill her step-daughter Snow White who flees into the forest and is befriended by Seven Dwarfs. Transforming herself into an old woman, the queen gives Snow White a poisoned apple before meeting her just as she descends over the edge of a cliff. Prince charming arrives with love's first kiss revives Snow White.

Perhaps we ought to examine with an audience more often as one's theoretical view of the suitability of this uncut version for 'U' was comfortably confirmed by the presence of numerous children (including my own aged two and four) under the age of five.

The most frightening scenes are:

Reel 1 (about 10 minutes into reel) where Snow White flees into the forest which produces monstrous trees with clutching hands and

REF NO PHF60940

Date Viewed: 2-7-87

TITLE: SNOW WHITE AND THE SEVEN DWARFS

logs that change into alligators. (much of this was cut from the 1964 'U' version) from her entry into the darkest part of the wood, her fall into the water, and the alligator logs and subsequent menacing by trees with monstrous hands.

Reel 3 (17 minutes in) the queen transforms into an aged hag with mad staring eyes and warty nose. We see a close-up (much copied in a range of horror films) of her hand withering and transforming.

Reel 4 (12 minutes) queen as hag kicks over the bones of skeleton reaching for water jug (cut in 1964 version).

Reel 5 (9 minutes) hag is chased to top of mountain during storm by dwarfs. Lightning strikes cliff and she falls to her death (lightning strike and fall cut in 1964 version).

Disney takes some care to follow nearly all the moments of fear with comic or musical relief and we would be well within current guidelines to pass this 'U' even were it not for the presence of a very young audience who clearly handled the frightening moments very well indeed. The company rightly requested 'U' for this masterpiece of animation and we are happy to give it to them.

Pass 'U' uncut.



BBFC Podcast Episode 66: Classifying Remakes - Part 1

In this podcast we discuss age ratings for some classic animated films and their remakes, with part 1 focusing on Disney's 1937 film Snow White and the Seven Dwarfs and the 2012 film Snow White and the Huntsman.



This program includes negative depictions and/or mistreatment of people or cultures. These stereotypes were wrong then and are wrong now. Rather than remove this content, we want to acknowledge its harmful impact, learn from it and spark conversation to create a more inclusive future together.

Disney is committed to creating stories with inspirational and aspirational themes that reflect the rich diversity of the human experience around the globe.

To learn more about how stories have impacted society visit: www.Disney.com/StoriesMatter

YOUR VIDEO WILL START IN 5

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Copyright law

What is copyright?

How does this apply to Disney?

How does this apply to Micky Mouse?



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Assessment:

- Explain how changes in production and/or distribution methods have affected the film industry. [15]
- Explain how the arrival of digitally convergent media platforms has impacted film producers. [15]
- How do film producers guarantee their success? [15]
- How is the film industry regulated? [15]
- How does the film industry maintain audiences? [15]

Refer to Snow and the Seven Dwarfs (1937) and Shang-Chi and the Legend of the Ten Rings (2021) to support your answer. Refer the economic and historical contexts in your answer.