Misconceptions about language structure and function are widespread, and enjoy an unusual degree of consensus across social and geographic boundaries. Otherwise logical and objective individuals will insist that there is only one correct form of English in the U.S. (often called midwest or broadcast English); that there are other varieties which may not be strictly ‘broadcast’ but which are acceptable on aesthetic grounds (English with a Swedish or French accent, Down-East accents); and that Appalachian English, AAVE, or Brooklyn English — among others — are ignorant and ugly, and adequate reason to exclude and discriminate against those who use them. Given the fact that such opinions may be well entrenched despite lack of personal experience with any of these groups, the process by which they are acquired must be of interest. Disney animated films are one way in which standard language ideology is propagated. It has been noted that ideology is most effective when its workings are least visible (Fairclough 1989: 85); Disney animated films are a case in point.

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