

Háskóli Íslands

Hugvísindadeild

Enskuskor

From Book to Movie

What is Lost in the “Disneyfication” of Winnie-the-Pooh?

Ritgerð til B.A.-prófs

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Október 2008



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Summary

Winnie-the-Pooh is a universally known character. His friendly and cuddly appearance makes it easy for children and their parents to fall in love with him.

The stories about Winnie-the-Pooh are written in the 1920's by the British author A. A. Milne. What he originally intended to be bedtime stories for his son ended up being bedtime stories for millions of children all over the world. The stories are about the young boy Christopher Robin and his stuffed animals and the wonderful adventures they enjoy together in an imaginary place in the Forest.

In 1961 the Walt Disney Corporation acquired the movie rights to Winnie-the-Pooh. Over the years the Disney Corporation has marketed Winnie the Pooh globally and still to this day he is one of the most popular characters in the Disney Parks and a renowned trademark realized in all sorts of merchandise. The question that will be explored in this essay is whether Disney has changed Winnie-the-Pooh from the bear that Milne originally wrote about? If so, what has been lost in the "Disneyfication" of Winnie the Pooh: The transformation from Milne's version of Winnie-the-Pooh to the Disney version of Winnie the Pooh.

In order to do this it is necessary to explore the book and its background and compare it to the movie made by Disney. This involves looking at the author, his background and motivation, secondary literature on the subject and contemporary and present day critique. Having explored the aforementioned, the essay will be concluded by answering the thesis question and supportive argument to that effect put forward.