

# A2 Sociology

## Disneyfication

### Theming

Companies create “themed environments” to provide both a standardised experience for the consumer and a strong, clear, business identity.

### De-differentiation of Consumption

Within the “themed environment” different forms of consumption (shopping, eating, parking, accommodation...) are locked together to provide a seamless “experience” for the consumer.

Bryman used the concept of “Disneyfication” to complement the idea of MacDonaldisation.



“Disneyfication” refers to the various processes involved in contemporary social and organisational change...



### Merchandising

Involves the production and sale of copyrighted goods – enabling the consumer to take a part of the “themed environment” back to their homes. Merchandising aims to complement the themed environment and reinforce a sense of corporate identity.



### Emotional Labour

Within the themed environment, employee – consumer interaction is “scripted” – employees are required not simply “to work” but to play certain predefined roles in terms of their interaction with each other and the customer.

“Scripting” makes employees easier to control (since they know exactly what is required of their behaviour). It also creates the illusion that employees are “having fun” (and perhaps not really “working” at all...).