

Abstract

The bachelor's thesis *Cultural Conditionality of Walt Disney Animation Studios Film Posters* uses the method of quantitative content analysis to examine the changes in Disney film posters that occur depending on the target market. The analysis is based on theoretical culture division models and theories, including the dimensional model of Geert Hofstede and the context theory of Edward Hall. Eighteen territorially different national cultures were included in the research. Chosen time range covers poster mutations to seven feature films of the animation studio from year 2014.

Monitored differences were the prevalence of individualistic/collectivist appeals, preferences for masculine/feminine portrayal of characters, the frequency of occurrence of textual information and the adjustment of the language. The results indicated adjustments to the cultural values within the first monitored area, a significant influence of the main motifs of the films on the total number of characters present in the poster and on the way they are portrayed. The predominance of feminine portrayal was observed in male figures, and feministic in female figures. The occurrence of textual information did not depend on cultural preferences. Posters mutations were mostly translated into local languages with the exception of posters for some Asian countries that kept the original name in English or Spanish.