

SEMIOTICS ANALYSIS OF MUSIC COMMUNICATION IN DISNEY'S ANIMATED FILMS

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ABSTRACT

Disney's animated film music plays a significant role in the Chinese film and television market. It serves not only as a means of emotional expression but also exhibits unique semiotic features in music communication. This paper analyses the semiotic system of Disney's animated film music, including its music elements, language expression, and image integration, using semiotics theory as the basic framework. By analyzing the energy, reference and meaning of music symbols, as well as incorporating the theories of music communication and cultural memory, this study examines the communication characteristics of music in Disney animated films. It highlights the advantages of using music in films and reveals how Disney's music can construct emotional resonance on a symbolic level, create cultural memory, and achieve effective communication.

Keywords: Semiotics theory; music communication; Disney animated films

INTRODUCTION

Semiotics is the study of the nature of the symbols of things, the law of development and change of the symbols, the various meanings of the symbols, and the theory of the relationship between the symbols and a variety of human activities. Film semiotics refers to a discipline that studies film as a special symbol system and ideological phenomenon. Semiotics theory is the theory of film, and film is also an integral part of semiotics, which both arises from semiotics and pushes its development in turn. Accompanied by the rise of structuralist thinking in France and on the basis of structuralist linguistics, film semiotics was born in the 1960s. Represented by the French film theorist Christian Metz, film semiotics began to flourish for as long as 20 years and had a deep impact in the world. It used the research method of structural linguistics to analyze the structural form of film works, which is basically a methodology. According to semiotician Susan Landau, symbols created and used by humans can be divided into two

categories: Inference symbols - Language symbols ; representational symbols - art symbols, which music falls into this category [1].

The representation and transmission of Disney animated film music uses music as a representational symbol. The significance of semiotics in Disney animated film music lies in the fact that when we are immersed in the diverse film forms, it can break down the structure and appreciate the rich amount of information between its light, shadow, sound and color for us, and bring us an audio-visual art feast. John Lasseter, the Creative Director at Disney and a leader in Disney animation, emphasized the importance of music in connecting the audience to the story. He believes that music allows viewers to experience and remember the plots and characters in animation more deeply. Alan Menken is a multi-Oscar-winning musician and composer who expresses the role of music in emotional expression and storytelling in film. He believes that deepening the audience's emotional resonance with the characters through melody and lyrics is crucial. Hans Zimmer, one of the most renowned film score composers of our time, has said, "Music is a very powerful force that can convey emotions without words and help the audience better understand the story of a film." He talks about the power of music to touch the audience deeply through the expression of mood and emotion.

Disney animated film music is a collection of musical elements applied to Disney animated films, including original music (music written by composers specifically for the film), pre-existing music (music quoted from other sources), adapted music (created through a secondary composition of pre-existing music combined with elements needed for the animated film), and sound effects (used in conjunction with the music at times to enhance the audiovisual experience)[2]. Its music serves multiple roles in the film, such as emotional expression, characterization, plot advancement and emotional guidance for the audience, enhancing the comprehensive aesthetics, atmosphere and storytelling of Disney animated films. This music is often crafted by professional composers and lyricists to suit the emotions, scenes and characters of the film, thus providing a unique audio-visual experience for the audience, as well as having a far-reaching impact in the cultural communication and entertainment industries.

Throughout the Disney animated film music, they have long been deeply rooted in people's hearts and minds, creating an exclusive IP of international classics with a wide international audience. Disney animated film music has been nominated and awarded many times in the most influential international film awards, the classics are "The Little Mermaid" (1989), the theme song "Under the Sea", won the 62nd Oscar for the best original song; "Beauty and the Beast" (1991) , won the 64th Oscar for the best original song award and best soundtrack award; "Aladdin" (1992),theme song "A Whole New World", won the 65th Academy Award for Best Original Song and Best Score; "Pocahontas" (1995), theme song "Colors of the Wind", won the 66th Academy Award for Best Original Song; "Tarzan of the Apes" (1999), theme song "You're the One", won the 66th Academy Award for Best Original Song; "Tarzan of the Apes" (1999), theme song "You'll Be In My Heart," won the 72nd Academy Award for Best Original Song; "Frozen" (2013), theme song "Let It Go," won the 86th Academy Award for Best Original Song; "Finding Neverland" (2016), theme song "Remember Me," won the 90th Academy Award for Best Original Song, and so on.

In QQ Music platform, which is ranked first in China's music playback platform, as of 20 December 2023, the official song list of 45 songs selected by Disney series animation soundtracks was played 2,518,000 times; 42 Disney animation soundtracks were selected by European and American newsstands, with 1,381,000 times of playback, and 49 Disney animation soundtrack must-listen selections were selected by Universal Music International, with a playback of 3.40 million times; 50 popular Disney animation theme songs were selected by the classic soundtracks of films and TV dramas, which have been played 4.47 million times. It can be seen that they are well-produced and very popular in China. In order to meet the needs of Chinese audiences, Chinese versions of animated film music are also produced. Some Chinese music artists and singers have also participated in the production of the soundtracks of Disney animated films, such as Li Xiaoxiao, Hu Weina, Yao Beina, Xiao Jingteng and Sun Nan. Their participation brings the music closer to the culture of the Chinese audience, improves the image of the film, and also increases the appeal of the music in the Chinese market. In Disney animated films and music, there are diversified themes, styles and cultural elements, and one of the most famous films with Chinese culture as the theme is *Mulan*, in which the music works have been played 165,000 times on the QQ music platform, and this cross-cultural attraction helps the music of Disney animated films to be more easily understood and accepted when it is communicated in China.

OBJECTIVE

To study the semiotic analysis of Disney animated film music. With the rapid development of information technology, we have entered a new media era based on digital technology and networks, in which music has also undergone significant changes, the most prominent of which is the visualization of music, music art from purely auditory art has gradually evolved into a combination of audio-visual art form [3], for the richness and diversified development of music, Disney animated film music is more of an audio-visual combination of multi-layered art Experience. Because of this, from the perspective of semiotics theory, we will find that Disney animated film music, which has both symbolic characteristics and media music characteristics, has three constituent elements - music elements, language expression, and image integration. The "Disney animation film music" analysis in this paper is not only the audio form of music itself, but also a comprehensive art form combining audio-visual, speech and aesthetic elements, and the communication advantage of Disney animation film music also comes from the integration of these three aspects.

To study the communication of music - the communicative advantages of Disney animated film music as symbols. Disney animated film music as a symbol derives from its various characteristics such as aural art, memory orientation and cultural memory, as well as multimedia communication, which has a variety of communication advantages. Disney animated film music breaks boundaries in aural art and deepens the audience's emotional resonance. Create a unique identity and consolidate brand loyalty through memory positioning and cultural memory. Multimedia communication expands the scope of influence, deeply implanting the audience's mind through film soundtracks, music albums, videos, etc., making music a cultural symbol across time and space.

METHODOLOGY

This paper applies qualitative research methods to analyze the semiotic system of Disney animated film music with semiotic theory as the basic framework, mainly including literature analysis, text analysis, observation method and case study method.

Firstly, through literature analysis, we sort out the research results of related semiotics, music communication and cultural memory theories to provide theoretical support and background knowledge for the study.

Secondly, through textual analysis, we will dig deeper into the musical elements, language expression, and integration with images of Disney's animated film music, and analyze its specific use in emotional expression and cultural memory construction. The observation method will be applied to the careful observation of the interaction between music and images in the film, in order to capture the actual expression of music symbols and the way of emotional transmission in the film.

Finally, through the case study method, a representative Disney animated film is selected as a case study to analyze the communication characteristics and effects of its music symbols. Integrating these methods, this study aims to comprehensively understand how Disney animated film music builds emotional resonance and cultural memory at the symbolic level, as well as its unique advantages in communication.

RESULTS

1.Semiotic analysis of Disney's animated film music

The Aesthetic Characteristics of "Pure Music Form" in Disney Animation Film Music

The music of Disney animated films has left a deep impression on the audience with its unique aesthetic characteristics. Among them, "pure music form" is one of its important components, which plays a key role in building the emotional atmosphere of the film, expressing the storyline and creating audience empathy. The subtle arrangement of musical elements enables these pure music clips to exist independently, transcending the function of mere film soundtracks and becoming independent works of art. In the following, we will analyze them from the aspects of musical elements, emotional expression, character portrayal and cultural characteristics, and illustrate them with specific examples.

Music in Disney animated films often displays rich melodic and harmonic structures, injecting a vivid and layered atmosphere into the film's plot through clever arrangements and melodic designs. This aesthetic feature makes pure music a tacit partner in the emotional expression of the story, capable of conveying a profound emotional experience without lyrics and enhancing the audience's sense of commitment to the film plot. For example, in "The Lion King", the theme song "Circle of Life" composed by Hans Zimmer adopts a strong African style melody, and successfully creates a grand and solemn atmosphere through the dynamic arrangement and melodic progression. The use of different instruments, the combination of a rousing orchestra and indigenous tribal music creates a picture of the circle of life, which brings a deep feeling to the audience. The pure form of music in Disney's animation music is also adept at using sound effects to create rich layers of sound through tools such as synthesizers and orchestras. In Frozen, the special effects sound effects of ice and snow are intertwined with the music to

create a mysterious and fantastical atmosphere that immerses the audience in the wondrous world of the film.

The pure form of music in Disney animated films is highly abstract and universal in its emotional expression. Through the dynamic elements of music, such as melody, rhythm and timbre, Disney composers are able to flexibly create exciting and exuberant sequences or gentle and lilting scenes to perfectly match the different emotional needs of the film. Taking the music in *Beauty and the Beast* as an example, Alan Menken expresses the complex and profound feelings between Belle and the Beast through the euphony and gentleness of orchestral music, which makes the audience more engaged in the plot and enhances the emotional resonance of the film. In addition, the pure music form is also used in Disney animation to strengthen the emotional resonance of the film through the repetition and variation of the theme. Taking the theme song "Under the Sea" from *The Little Mermaid* as an example, through the clever use of the music melody in different situations, the music melody is repeated in the film, which makes the audience resonate emotionally in different scenes and deepens their memory of the story and characters.

Regarding character portrayal, Disney animation reinforces the personality traits and emotional direction of each character by creating unique theme music for them. In the case of "Dumbo", Frank Churchill and Oliver Wallace composed music that provides the character with a theme full of childlike innocence and a sense of fantasy, which enlivens the whole story and helps the audience to better understand and love the character.

Pure music forms have the function of cultural transmission in Disney animation. By incorporating musical elements from different cultures, these musical works not only provide a colorful musical language for the film plot, but also bring cross-cultural artistic enjoyment to the audience. For example, the music in "Mulan", composed by Jerry Goldsmith, cleverly incorporates elements of traditional Chinese music, showing the image of the brave and resilient protagonist through pure music form, while enhancing the film's cultural identity. While conveying the atmosphere of Chinese culture, it also demonstrates the cross-cultural fusion of music through its unique melody and instrumental arrangement.

These musical compositions are able to transcend linguistic and cultural limitations and touch the emotional resonance shared by the audience. This abstraction makes music a global artistic language that helps Disney animated films achieve widespread resonance and recognition in the international marketplace.

Characteristics of language in Disney animated film music

Language, as the most crucial symbol system for human beings, provides a remarkable pathway to resolution. Through this way, we can transform our appreciation of Disney animated film music from a purely aesthetic experience to a deeper interpretation of the inner meaning. The American music anthropologist Felder classifies the intersection of the "music-language" phenomenon into three situations [4]:

Firstly, the "language in music" is expressed in the "structure of music - structure of language", such as the correspondence between the melody and the lyrics (the timing of the notes in the melody and the length of the syllables in the language of the lyrics). If the lyrics express feelings of sadness or longing,

the Melody of Music might have a slower, softer tempo that reflects that emotion. Conversely, if the lyrics convey an upbeat or excited mood, the music may have a brighter, livelier melody. Take the song "Part of Your World" in *The Little Mermaid* as an example, the song expresses the main character's yearning and desire for the human world. In the lyrics, Ariel, the mermaid, expresses her longing for land and curiosity about new things, and the stirrings and dreams in the lyrics can be found in the melody of the music. The melody of the music adopts a soft and lilting rhythm that complements the longing and dreams in the lyrics, conveying a beautiful and exciting emotion.

The "language in music" is also expressed in the timbre and expression of musical instruments, including strings, woodwinds, brass, percussion and keyboard instruments. Stringed instruments use a bow or fingers to vibrate strings to produce sound, and their warm, rich tones can express a wide range of emotions; woodwinds convey different emotions and tones through blowing techniques and changes in timbre; brass instruments can express majestic and impassioned emotions through breath control and changes in pitch; Percussion instruments convey a wealth of information through changes in rhythm and the strength of the blows; keyboard instruments express a wealth of emotion through changes in the strength and speed of the keys. Each type of instrument plays differently, with different materials and timbres, and they can be seen as a unique language that conveys specific emotions and meanings through the way they are played.

For example, in the music of the Disney animated film "Aladdin", the timbre and expression of the various instruments provide rich support for the emotional depth and diversity of the story. In the song "A Whole New World", stringed instruments create a romantic and grandiose atmosphere for the magical flight scene between Aladdin and Jasmine through their warm and lilting tones. The tones of the string instruments render the emotions of the two main characters and transport the audience into a new dream world. Woodwinds provide a light and joyful aspect to the film's music. In the song "Friend Like Me", the flexibility of the woodwinds adds to Genie's upbeat and humorous atmosphere. Through a variety of blowing techniques and clever variations in timbre, the woodwinds succeed in conveying Genie's vivacious personality and his friendship for Aladdin. The brass instruments create some majestic and stirring musical scenes in the film. For example, in the song "Prince Ali", the loud and clear sound of the brass instruments adds to the solemn atmosphere of Aladdin's appearance, and through breath control and pitch changes, the brass instruments successfully express the majesty and grandeur of Prince Aladdin. In the song "Arabian Nights", the drums and percussions of the percussion instruments inject rhythm and tension into Aladdin's adventurous atmosphere.

Secondly, "music in language", language itself is musical in nature, including tonal language and the melody of speech. In tonal language, the meaning of the language is not only determined by the combination of words and sentences but is also influenced by the tones. Different combinations of tones can change the meaning of words, creating a unique musical structure. The melody of speech, on the other hand, emphasizes the rhythm and cadence of the language, making the language expression more infectious and expressive.

In the Disney animated film "Frozen", "music in language" is vividly and compellingly demonstrated. The film demonstrates the musical nature of language itself by blending it with music through songs and dialogue. In the song "Let It Go", the main character Elsa's singing demonstrates the

charm of tonal language. The ups and downs and changes in pitch in this song not only convey the complexity of Elsa's emotions, but also give the song a unique musical structure. Each syllable and note in the lyrics echo the changes in vocal pitch, creating a tight and moving music of language that profoundly expresses Elsa's inner conflict and liberation. In Queen Elsa's singing, a wide range and different pitches are used, in keeping with the theme of freedom and liberation expressed in the lyrics. The variation in vocal pitch is not only a constituent element of the music, but also becomes a key factor in expressing emotion and characterization.

The melodic nature of speech is equally highlighted by the musicality of the language in the dialogue. Dialogues between characters often have specific rhythms and rhythms, which endow the language with dynamism and expressiveness in the film. For example, the vivaciousness and cheerfulness of the heroine Anna and the calmness and introspection of Elsa are vividly reflected in the dialogue through the melody of speech. This sense of melody makes the dialogue more emotionally layered and easier for the audience to relate to. In the dialogue between the characters and the development of the plot, the melody of the speech gives rhythm and cadence to the language, for example, in the song "Do You Want to Build a Snowman", the exchange between Anna and Elsa expresses the emotional experience of different ages through the change of the melody, so that the audience can understand the emotional development between the two protagonists more deeply. This allows the audience to better understand the emotional development between the two main characters.

Thirdly, intermediate forms of language and music - such as nursery rhymes, recitations, poetic chants, religious scripture chants, and so on. Such intermediate forms intertwine in Disney's animated music to create beloved classics. Nursery rhymes bring simple catchy melodies, while recitations infuse the music with deeper emotional and storytelling connotations.

Nursery rhymes play an important role in Disney music and have become the basis of many classic songs. Take Snow White and the Seven Dwarfs as an example, the song "Whistle While You Work" presents the main character Snow White working happily with a light melody and simple lyrics form. This nursery rhyme style is both child-friendly and able to deeply touch adult audiences, making it a household classic.

In Disney music, recitation is portrayed as a form of expression that emphasizes rhythm and emotion. For instance, in "The Lion King", the song 'Circle of Life' opens with a recitation that expresses the theme of the cycle of life and natural order. Through recitation, the music not only becomes a song but also a means of conveying emotion and guiding the story.

Graphic features of Disney's animated film music

Graphic features can also be called "image features" or "visual features". The image and visual expression of the picture characteristics of Disney's animated film music can be understood as the visualization of music art. This kind of visualization can be divided into two cases, one is the "presence" picture, which is the visual representation of the music in the film - "music visualization", and the other is the "absent" picture, which refers to a certain scenario that the audience projects in their mind through the form of music[5].

The "presence" of musical images in Disney animated films. The animated film is regarded as a visual representation of the art of music, in which music and images complement each other to build a complete audio-visual world. This visualization of music is reflected in the animation, where the images are synchronized with the notes, creating a scene rich in rhythm and emotional tension. In "Soul", a strange journey of the mind, the film visualizes abstract notes and melodies through animated images, creating a visual effect that blends with the plot. For example, in the scene of the world of Soul, the notes turn into colorful soul sprites, dancing in the abstract musical background, presenting the audience with a scene full of fantasy and artistic sense. This kind of music visualization combines music and images perfectly, enhancing the audience's perception of the story's emotions.

The "absent" of musical images in Disney animated films. The "absence" of music at the psychological level means that a certain picture of the situation is projected in the mind through the form of music. Music in "Soul" is not just as an accompaniment to the picture, but also inspires the audience's deepest resonance through emotional guidance. For example, the piano piece "Epiphany" used in the film, through a simple and melodious melody, outlines Joe Gardner's thoughts on life and life, expresses the joy and heaviness of growing up, and psychologically projects the character's growth process. The audience develops a deep resonance through the music by drawing a warm, deep emotional picture in their minds. This psychological projection not only makes the audience more immersed in the story, but also gives a richer meaning to the music.

Taken together, the graphic character of Disney's animated film music includes both the visual elements presented through the music in the film and the emotional images produced by the audience in their minds through the music. These two are intertwined to form a moving audio-visual journey. Through the visualization of music, Disney has succeeded in creating a fascinating and deeply resonant artistic experience, making music an emotionally oriented paintbrush that paints a vividly colored picture of the mind for the audience.

2. Music communication - communication advantages of Disney animated film music as symbols

Music as an Auditory Art: its Compulsory Nature and the Passive Reception

"Music, as an auditory art, has a great deal of positivity compared to vision. At a certain distance, sound attracts the most attention and compels people to listen, psychologically known as the orienting reflex or the probing reflex. Vision does not have this positivity of hearing; you can generally stop looking but you can't close your ears and not listen, and auditory sensations are more likely to agitate and affect one's emotions than visual sensations" [6]. Disney animated film music, as an auditory art form, has considerable intrinsic vigor compared to the visual arts. At the level of reception, people's perception of music is often passive. Even in the absence of a clear desire or purpose, listeners will unconsciously engage in passive music appreciation when music is played around them. Disney's animated film music makes full use of this passivity, and through the clever integration of melody and rhythm in the film, it guides the audience from the initial state of passive listening to a deeper state of participatory music appreciation.

Once an audience becomes interested in the music of a Disney animated film, they are likely to be drawn into tuning in to the entire film. At this stage, the audience is no longer just listening, but has

entered a more active and participatory state of music appreciation. This participation is not just listening to the music but may also include participation in the form of chanting and dancing to the melodies and rhythms. At this point, the music is no longer just sound, but becomes part of the storyline and emotional expression in the film. If the audience is deeply in love with a particular piece of music, they may actively seek out and download it, creating an active music appreciation. This stage has gone beyond film to the level of independent music consumption. In this process, the promotional effect of the film and music reaches its peak, successfully stimulating the audience's desire to consume.

At this point, the promotional effect of the film and music is largely achieved. The success of the promotional campaign is further consolidated once the consumer's desire is aroused. Thus, Disney animated film music, as an auditory art form, shows convincing power, making it an integral part of the film's promotional strategy. The narrative nature of the film combined with the emotional power of the music creates a multi-layered experience that engages the audience in passive, interactive and active modes of music appreciation.

On the other hand, music is encoded and decoded in a relatively more intuitive and universal way, and people from different cultures are able to understand and appreciate music through common musical elements, such as melody, rhythm and timbre. This global universality makes it easy for music to transcend language barriers and resonate with people of different countries and nationalities. In Disney animated films, music is skillfully integrated into the plot and characters, providing an emotional connection to the global audience through the shared language of music, enabling the audience to become more deeply involved in the world of the film. Secondly, music also has the unique ability to convey emotion and mood in communication. Through music, Disney animated films are able to establish emotional resonance among different cultures and regions, triggering the audience's common emotional experience. The emotional expression of music is an intuitive and powerful language that can trigger the audience's empathy and common emotions, making the film content easier to be understood and accepted by audiences from different cultural backgrounds.

On the whole, music, as a communication symbol with relatively weak regionality, shows strong global universality and emotional transmission ability in Disney animated films. Through the shared musical language, Disney animated films have successfully broken down the barriers of language and culture, making their music an important medium in the communication of the films, and creating a deep and common artistic experience for Chinese audiences.

The Mnemonic Positioning and Cultural Memory of Disney Animated Film Music

The combination of music and cultural memory is not accidental, and compared with communicative memory, cultural memory presents obvious differences in several aspects, including content, form, encoding and storage, temporal structure and carrier [7]. These differences are reflected in the memory orientation of Disney animated film music, and the specific comparison can be seen in the following table:

Characteristic	Music and the Cultural Memory of Disney's Animated Films	Communication memory
Contents	Carrying the storyline, role images from Disney's animated films. Reflect cultural and emotional experiences	Mainly focuses on interpersonal communication and social information
Form	Expressing animation cultural messages through unique artistic elements such as melodies, lyrics and soundtracks	Use of speech, body languageless. as a means of communication
Encoding and Storage	Uses music encoded with melody, harmony, rhythm, etc., stored in the viewer's emotions and memory	Relies heavily on language and individual cognitive processes
Time structure	Music is often incorporated into the plots of Disney animated films, Through generations, it becomes a cultural memory for the audience.	Communicative memory is usually based on the experience of short-term interactions between individuals
carrier	Communication of cultural messages through film, with music as part of the animated film. It becomes a carrier of cultural memory.	The main carriers of communicative memory are oral language, writing, etc.

Memory Positioning of Disney Animated Film Music. As a unique art form, Disney animated film music has successfully shaped the culture and characters of the film through its unique melodies, harmonies, rhythms and other musical elements. Audiences are often able to perceive the cultural message conveyed by a film through their sense of hearing, forming a unique cultural memory. Such memory orientation makes music not only an additional element of the film, but also a key component of the film culture. And music is cleverly integrated into the plot of Disney animated films, becoming an important element of story expression and character development. Through emotionally resonant melodies and lyrics, the music can deeply outline the emotional atmosphere of the film, creating an unforgettable audiovisual experience for the audience. This emotional memory orientation enables the audience to quickly recall the emotions and plots related to the film when they hear the relevant music and builds up a deep memory of the film.

Cultural memory of Disney animated film music. Disney animated film music, as a carrier of cultural memory, achieves the transmission of cultural information through the communication of the film. Through enjoying the music, the audience is also feeling the cultural resonance with what Disney animated films represent. This sense of cultural resonance and identity helps to establish a deep connection between the audience and the culture presented in the film. The inherited nature of cultural memory makes music an important link between different cultures and time periods. At the same time, shaping the cultural image and brand identity of the film allows the audience to listen to this music in a way that quickly associates them with the cultural identity represented in Disney films and establishes a shared cultural identity on a global scale. This cultural memory is not just a memory of the music, but a cultural experience that is closely linked to the Disney brand.

Multimedia communication of Disney's animated film music

Disney's animated film music demonstrates a unique advantage in multimedia communication that is both internal and external. From the viewpoint of internal factors, music, as an auditory art, deeply expresses emotions through melodies and lyrics, often intertwined with film images, character performances and dances to form an integrated entertainment experience. In terms of musical style, it covers a wide range of elements such as pop, rock, dance and melody, enabling audiences to experience different forms of artistic expression when they come into contact with music. This diversity not only satisfies the aesthetic needs of different audiences, but also promotes the communication of music in different cultural and social backgrounds. This intrinsic emotional connection makes music one of the most compelling and memorable elements of the film.

From the viewpoint of external factors, Disney animated film music has a wide range of channels and ways in multimedia communication. The music can be deeply imprinted in the audience's memory through the film itself, through both visual and auditory stimulation. It can also be through the music broadcasting platform, the audience can continue to recall the music through downloading and listening after the film, continuing the emotional experience of the film. With the popularity of social media enabling viewers to communicate music to a wider audience through sharing and commenting. As a result, record sales of film soundtracks, digital music downloads of songs, and film-related peripheral products form a multimedia industry chain. In the mode of communication, music performances in theme parks, concerts, music in amusement rides, etc. also become the extended embodiment of music in different media. Such a multimedia communication strategy makes it possible to combine the influence of Disney animated film music internally and externally, so that the music associated with the Disney brand can be continuously experienced in different scenes.

Overall, the multimedia communication advantage of Disney's animated film music stems from both its intrinsic emotional resonance and close integration with the film, as well as the extrinsic multi-platform communication method, which, through the various channels in the digital era, enables the music, as a kind of cultural symbols and emotional connection, to have a far-reaching impact on a wider social level, and to shape and pass on the unique charisma of Disney's culture.

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