“Never forget how much your family loves you.” - Mama Imelda

“Remember me, each time you hear a sad guitar.” - Hector
Myths, Legends and Value

- Alebrijes are mythical creatures where they become spirited guides to certain skeletons and guide them onto their path.
- “Xoloitzcuintli” a mix of being a myth and legend are hairless dog breed (like Dante) that were believed to be spiritual protectors by indigenous civilizations.
- Another legend was Ernesto De la Cruz. the townspeople including Miguel was inspired by him because he was like the first man in Mexican history to make music in his hometown. After he passed away, his legacy was passed down and everyone who he was and how amazing.
- The important value to them was Family. When both family of living and dead were searching for Miguel cause he ran away and they were worried sick; when they found him they gave him the biggest hug out of love and care for one another. Even what Miguel said, nothing is more important than family.
Demonstration about Culture / Behaviors

- Emphasizes the significance of context in understanding cultural behaviors, recognizing that behaviors may vary across different cultural settings.
- The culture in the movie is Latin culture, the language and how their accents show while they speak.
- Lastly the different traditions and what they do. (ofrendas, dia de la muertos..)

“To be here with you tonight brings me joy! Qué alegría for this music is my language and the world es mi Familia.” - Miguel

“Watch your step – they make ‘caquitas’ everywhere.” - Tio Felipe
Who Directed, Produced & Wrote the Film

- The director of *Coco* was Lee Unkrich, a white American. For him, *Coco* was going to be a good challenge because he knows nothing about the culture. Him and his team went to several places in Mexico to help ground his fantasy realm with specific geographic and sociological roots. He also was making the film with another producer for Pixar, Darla K. Anderson who made several other Pixar movies. There were so many people who help out the director Lee and producer Anderson and including the cast to help build and make a fantastical movie. Couldn’t add everyone but will be grateful for what they did.
Who Starred the Film / Other cast

- Anthony Gonzalez a young boy, voice actor of Miguel, starred in the movie Coco. The producers stumble across Anthony and saw how motivated he was and how he portrayed this character really good and did everything right show the producers that they chose the right person to do it.

- When finding the whole cast, they had found a whole latino cast that played the characters. When seeing each actor/actress they choose and played the role. The producers loved how they portray the characters and did it how the director wanted it, so they didn’t need any changes to the cast.
Symbolism Throughout the Film

- The orange petals called Marigolds would be used to guide their loved ones back and was in general the color for Dia de la Muertos. It celebrates the life our loved one had and attract them to the alters.
- The alters are a tribute and paying respect to the dead and the physical manifestation of the link between living and dead.
- Putting your loved ones favorite food and drinks on these alter, after coming all the way over to the land of living, will be ready and fresh for them as nourishment. Then when they're done visiting they will take their favorite food and drinks and bring it back to them.
- Photos on the alters creates a space of shared stories and active memory & show the love and cherish but memory of them.
- Calavera were in Mexican folklore to be known as showing the emotion of the dead but also personally when it comes to the face. The coco character have eyes and big brows to show more emotion
Does film offer in cultural phenomena, economic & social

- How it started with social is that when the movie came out, they interviewed one parent & child from Latino families and ask questions about their opinions about the emergent culture themes.
- How it offered economically is by when Coco hit theatres for the first time. it was the highest, more in depth of culture Disney has made, especially with a culture so big and really known.
- With cultural phenomena even if it's not a family with this culture but seeing how big and bright the movie did with taking the time and learning what the culture is, gives people so much interests in the movie especially when releasing the themes and how important they are, and it could even spread global by catching people attention.
- In general as much I did research any more offer than the one I have, when reading a certain article; the producers tried to study ethnic socialization, considering their own ethnic identity and familial practices were in the film. Unfortunately they had this goal that was to see more family’s practice and belief shown in the movie that not being correct but developing to the world, even younger children get the feel of their open culture or even wanting to learn the culture if it’s not there.


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