

Process Premises

Process Premises can be broken down into four different categories including, attitudes, emotions, consistency, and needs. These premises can be defined as the “psychological and emotional process that are evident in most people” (Larson, p. 186). Premises can be described in two different ways, one being referred to as a major premise when the premise is not clear or was not previously stated. We can also refer to them as appeals, this is when they are used in a more persuasive setting, for example, advertisements or politics. Analyzing the fourth process premise, consistency, explains our need for our perceptions or expectations to be met. When we feel like our expectations were not met in a relationship or in an interaction, we feel an imbalance or psychic discomfort. A feeling of imbalance then puts us into a more vulnerable position to be persuaded.

When analyzing “The Lion King”, sources of consonance from process premises was evident throughout the film. The “Use of Rewards” can be described as a source of consonance. In characters like Mufasa, Simba, and Scar, the use of rewards is primarily motivation to become King. In one of the first scenes in “The Lion King”, Simba and his father, Mufasa, are discussing what it means to be a King while overlooking the land. Mufasa tells Simba once he is King, all that he will inherit. His father promises everything that the light touches will be his. Stating that if Simba does well, he will be King and everything will be his. This idea that he will obtain and be the ruler of all the land, trees, and water is what “motivates” Simba and will be his reward. (9:20)

On the other hand, a source of dissonance is oftentimes a feeling of a sense of loss, respect, or a disconnect between people or in an individual. One specific source of dissonance is

a sense of guilt. This sense of guilt was portrayed very strongly in Simba's character. When Mufasa is trampled in a stampede and ultimately dies trying to save Simba from a tree, Scar approaches him and blames him for his father's death. As Simba is grieving, Scar proceeds to tell Simba if it weren't for him, Mufasa would still be alive. Scar tells him it is unacceptable to kill a king and that he will never be forgiven. Simba is overwhelmed by guilt and is told to run away and never come back. Simba experiences a sense of guilt throughout the rest of the film and is too ashamed to face anyone (38:20).

Cultural Premises

Cultural myths can be defined as "real or imagined narratives that illustrate a society's values and our value system" (Larson, p. 259). One persuasive appeal that resonates as a heroic, valued individual is "Wisdom of the Rustic". Wisdom of the rustic comes from a heroic figure, one who has an old time feeling and has done good by everyone. When Simba runs away following his father's death, he is found by Pumbaa and Timon. Pumbaa and Timon take Simba in as he is still a small cub. During their time together, Pumbaa and Timon teach Simba important lessons of life. One being "Hakuna Matata " which means "No worries". They teach Simba this phrase and how to live by it so he can be "problem free". As Pumbaa and Timon are much older than Simba, they are installing wisdom of the rustic here in this scene. (45:37)

Another cultural premise that was very evident throughout this movie was "Coming of a Messiah". This cultural premise revolves around the idea that someone is coming to save everybody from a terrible loss, that help is coming and then everything will be solved. This cultural myth was portrayed in Scar's character, specifically during his song about killing Mufasa, the King. While Scar plans to kill Mufasa so that he is promoted to King, he reinstates

to the hyena's why he should be king and why he is the best. During Scar's song he sings the words "Stick with me and you'll never go hungry again" following his song, the hyena's chant together "Long live the King" multiple times. This example portrayed the "coming of a messiah" myth very well and was a common theme throughout this movie (27:30)

The last cultural premise that was very evident in this film happens all throughout but particularly in the first scenes of "The Lion King", they make it very clear that the lions do not get along with the hyenas. The lions are not to go into the "dark shadows" where most of the hyenas reside as they will most likely be eaten and killed. The hyenas are always looking for a lion to hunt and kill which portrays the "Mob at the Gates" cultural premise. Mob at the gates can be best explained as the "us vs them" mentality. A group that is trying to get in that everyone is also trying to keep out. The lions and hyenas are constantly at war in a predator vs prey relationship.