

OSINT Counter-Intelligence Report on Disney's "Savages" from *Pocahontas*

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1 Executive Summary

Disney's *Pocahontas* (1995) includes the song "Savages", which portrays escalating conflict between English settlers and Native Americans. While the song attempts to show both sides dehumanizing each other, its execution reinforces harmful stereotypes and problematic language that align with **historical propaganda used to justify war, colonization, and genocide**.

This report conducts a **counter-intelligence analysis** to expose every instance of **warmongering rhetoric, dehumanization, and ideological programming** within the song.

2 Key Findings

2.1 Dehumanization as a Justification for Violence

The song **repeatedly describes Native Americans as "savages,"** a term historically weaponized to strip indigenous people of their humanity. This aligns with psychological tactics used in **wartime propaganda**, where dehumanization **justifies conquest, enslavement, and genocide**.

Problematic Lyrics:

- "What can you expect from filthy little heathens?"
 - **Counter-Intelligence Insight:**
 - The term *filthy* invokes disgust—a key emotional trigger in **propaganda designed to vilify an enemy**.
 - *Heathens* is a colonial term used to **paint indigenous peoples as godless and unworthy of coexistence**.
- "Their whole disgusting race is like a curse."
 - **Counter-Intelligence Insight:**
 - This is textbook **racial essentialism**, where an entire people are labeled as **inherently bad**.

- Similar phrasing has been used in **hate speech across history**, from Nazi Germany’s descriptions of Jewish people to colonial justifications for ethnic cleansing.

2.2 Fear-Mongering and Call to Violence

The lyrics frame Native Americans as a **threat that must be exterminated**, using fear as a catalyst for war. This is a **classic wartime strategy**, where the enemy is depicted as **dangerous and irredeemable** to rally aggression.

Problematic Lyrics:

- “They’re not like you and me, which means they must be evil.”
 - **Counter-Intelligence Insight:**
 - Establishes a **false “Us vs. Them” narrative**, fostering **division and hostility**.
 - **Moral absolutism** (good vs. evil) is a hallmark of **wartime indoctrination**, where complex realities are oversimplified to justify violence.
- “We must sound the drums of war!”
 - **Counter-Intelligence Insight:**
 - The phrase **explicitly calls for conflict**, reinforcing the idea that **war is the only solution**.
 - This **rallying cry mirrors real-life military propaganda** used in colonial expansions and nationalist campaigns.

2.3 Deception Through False Moral Equivalence

While the song also shows Native Americans calling settlers “**savages**”, the false balance ignores the **power dynamics of colonization**. The English settlers are portrayed as reacting to an **equally aggressive indigenous force**, which distorts historical truth.

Problematic Lyrics:

- “They’re different from us, which means they can’t be trusted.”
 - **Counter-Intelligence Insight:**
 - Reinforces **paranoia and racial profiling**, both tools of **xenophobic policies and war propaganda**.
 - The phrase *can’t be trusted* **feeds into systemic discrimination and justifications for oppression**.
- “Destroy their evil race until there’s not a trace left.”
 - **Counter-Intelligence Insight:**
 - **Genocidal rhetoric**—this lyric **advocates for ethnic cleansing**.
 - Historically, similar language was used in **colonial campaigns, the Holocaust, and ethnic massacres**.

3 Conclusion: The Weaponization of Language in “Savages”

The song “Savages” from *Pocahontas* is a case study in how media can embed warmongering rhetoric within entertainment. While Disney likely intended to show both sides escalating conflict, the execution reinforces the same colonialist narratives used to justify indigenous genocide.

- Dehumanization is used to strip Native Americans of their rights and dignity.
- Fear-mongering rhetoric frames war as necessary and inevitable.
- False moral equivalence distorts history, painting colonizers as victims.

3.1 Recommendations for Cultural Counter-Intelligence Measures

To counteract the harm of this media:

1. Public Education Campaigns

- Teach the historical consequences of dehumanizing language.

2. Media Literacy Training

- Equip audiences to identify and resist ideological programming in entertainment.

3. Indigenous-Led Media Reform

- Support content that accurately represents Native history and perspectives.

4 Final Assessment

The language in “Savages” is not just offensive—it is ideological warfare. It echoes historical tactics used to incite racial violence and justify conquest. Media consumers must be vigilant against narratives that disguise warmongering as entertainment.

“Words are weapons, and media is the battlefield.” — *Marie Seshat Landry, Counter-Intelligence Specialist*

For more insights and deconstruction of propaganda in media, visit Marie Landry’s Spy Shop.