The present study is an attempt to de/construct gender stereotypes in Disney animated movies. In order to locate gender de/construction in popular culture two animated movies i.e. Brave (2012) and Frozen (2013) are linguistically and semiotically analyzed to lay their embedded ideologies regarding de/constructing gender stereotypes in the selected animated movies. For this purpose the researcher has analysed selected dialogues and semiotics from the aforementioned Disney animated movies. The researcher has analyzed linguistic and semiotic discourses from the movies concerning the concept of breaking gender stereotypes by employing Mills' 1995 model of Feminist Stylistic Analysis to deconstruct dialogues and Barthes' 1974 model of Semiological Discourse Analysis (SDA) for the analysis of semiotics carrying the concept of de/constructing gender stereotypes. Moreover, the researcher has validated her findings of semiotic analysis of selected images carrying the concept of challenging gender stereotypes through Disney animated movies by conducting two focus group discussions each of one hour i.e one of linguists and other of non-linguists by employing Kruger's 2000 model (video recording is attached). The findings of the research suggest that Disney animated movies can play a significant role in the de/construction of gender stereotypes among the viewers. Because cinematic representation of gender stereotypes through Disney animated movies can play a significant role in shaping the mindset of the target viewers as desired by the controlling ideological group behind the production of such movies. Furthermore, the present study suggests that popular culture is one of the best cite for ideological investment regarding the concept of de/constructing gender stereotypes.