SUPERMAN: MAN OF STEEL!... OR... MAN OF BOYCOTT?
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ABSTRACT

In February 2013, DC announced a special anthology of Superman stories that would be co-written by Orson Scott Card, who had actively spoken out against gay marriage. In response to the announced hiring of Card, over 16,000 people signed a petition to boycott the anthology (Truitt, 2013). Further, a few comic book retailers had refused to carry DC’s iconic Superman comics (Sieczkowski, 2013).

The Superman franchise was one of DC Comics most profitable assets. At stake were not only graphic novel sales, but also movies and memorabilia. The concerns over how the boycott could affect movie revenues were particularly troubling since DC would be introducing a new Superman movie into theaters in June 2013. DC was counting on this movie being one of the summer blockbuster hits. Executives at DC Comics needed to determine the best course of action in light of the negative publicity surrounding Orson Scott Card’s position as a writer on the anthology.

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REFBACKS
There are currently no refbacks.

Man of Steel is a movie we need right now, and while normally such blanket statements refer to films of great portent or contemporary significance, I’m not convinced that Man of Steel is either of those things, not really. It’s a remarkable piece of popcorn entertainment with a few lofty issues on its mind that are simply expressed beautifully throughout the film. The story of Man of Steel is familiar and new. Those who know the Superman myth will recognize many old beats, hit here with rhythm and motion. The planet of Krypton is dying.