Selling Marvel’s Cinematic Superheroes Through Militarization

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Abstract

The Marvel comics film adaptations have been some of the most successful Hollywood products of the post 9/11 period, bringing formerly obscure cultural texts into the mainstream. Through an analysis of the adaptation process of Marvel Entertainment’s superhero franchise from comics to film, I argue that militarization has been used by Hollywood as a discursive formation with which to transform niche properties into mass market products. I consider the locations of narrative ambiguities in two key comics texts, The Ultimates (2002-2007) and The New Avengers (2005-2012), as well as in the film The Avengers (2011), and demonstrate the significant reorientation towards the military of the film franchise. While Marvel had attempted to produce film adaptations for decades, only under the new militainment discursive formation was it finally successful. I argue that superheroes are malleable icons, known largely by the public by their image and perhaps general character traits rather than their narratives. Militainment is introduced through a discourse of realism provided by Marvel Studios as an indicator that the property is not just for children.

Keywords: militarization, popular film, comic books, adaptation

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What character in the Marvel comics and Marvel Cinematic Universe is the most logical thinker? Vineet Sahu, B. Tech. from Sardar Vallabhbhai National Institute of Technology, Surat. Answered May 30, 2017. has MCU really undermined their superheroes' powers?? YES, in most of the cases. But the reasons vary. also many of the superheroes have not realised their power to its full potential, many of the powers which they possess in comics are nowhere to be seen in the movies. The Top Marvel Superheroes The Greatest Marvel Villains & Enemies When Villains Actually Killed Superheroes Characters: Where Are They Now? Some of the weirdest Marvel characters like Groot, Batroc the Leaper, and Howard the Duck have already graced the Marvel Cinematic Universe, but that still leaves a long list of lesser-known Marvel characters waiting for their chance at the big time. There's no shortage of weird comic book characters out there, but Marvel Comics seems to have a special affinity for creating them. The Marvel Cinematic Universe Hilariously Recast by the Internet. 3 302 VOTES. Mandrill. The Marvel Cinematic Universe is just so darn immense that such a multitude of characters in so many different galaxies and worlds are hard to keep track of. You've got universe-level threats, heroes who guard a few blocks in downtown Manhattan, or a dancing tree in some distant part of the galaxy. All these might possibly collide in Avengers: Infinity War and its sequel.