

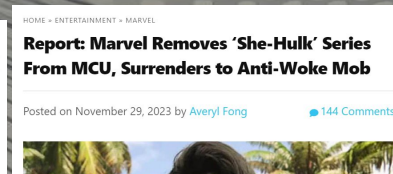


REPRESENTATION & DIVERSITY IN BLOCKBUSTER MOVIES

Meriç Karaoğuz

PROBLEM: FORCED DIVERSITY, TOKENISM, AND RACE-SWAPPING ARE NEGATIVELY IMPACTING SUPERHERO MOVIES & SIMILAR BLOCKBUSTERS

- Claim that going woke is causing the downfall of superhero blockbusters
- Ties to culture war & woke-washing



MILES MORALES SPIDER-MAN

- Terrible reception when first introduced
 - Sales figures & “Comicsgate”
- One of the most recognizable/profitable characters/franchises 12 years later



SMALL SCREEN

SEARCH...

MOVIES TV GAMING TECH NEWS EXCLUSIVES FE

Miles Morales Is The Most Loved Spider-Man According To New Data

EDWARD LAUDER on 7 June 2023 at 5:13 PM





MANY OTHER EXAMPLES



HYPOTHESIS: AUTHENTIC AND WELL-EXECUTED REPRESENTATION LEADS TO POSITIVE AUDIENCE ENGAGEMENT, CULTURAL IMPACT, AND FINANCIAL SUCCESS

- **Dixon, T., Weeks, K., & Smith, M. (2019). "Media Constructions of Culture, Race, and Ethnicity."**
- **Johnson, Tyler, and Funnell, Lisa. (2022). " Nobody does it better: Identity, ideology, and the future of James Bond."**
- **Żerebecki, B. G., Oprea, S. J., Hofhuis, J., & Janssen, S. (2021). "Can TV shows promote acceptance of sexual and ethnic minorities? A literature review of television effects on diversity attitudes."**
- **Potential Directions:**
 - Better Marketing? Less Emphasis on the "Woke" features?



THANK YOU!

• Questions? Feedback?

CITATIONS

Dixon, T., Weeks, K., & Smith, M. (2019). Media Constructions of Culture, Race, and Ethnicity. Oxford Research Encyclopedia of Communication.
<https://doi.org/10.1093/acrefore/9780190228613.013.502>.

Johnson, Tyler, and Funnell, Lisa. (2022). " Nobody does it better: Identity, ideology, and the future of James Bond." Social Science Quarterly. 103: 245258.
<https://doi.org/10.1111/ssqu.13139>.

Żerebecki, B. G., Oprea, S. J., Hofhuis, J., & Janssen, S. (2021). Can TV shows promote acceptance of sexual and ethnic minorities? A literature review of television effects on diversity attitudes. *Sociology Compass*, 15(8), e12906.
<https://doi.org/10.1111/soc4.12906>.

CITATIONS

Small Screen. (2023, November 14). *Miles Morales: The most loved Spider-Man*. Retrieved from

<https://www.small-screen.co.uk/miles-morales-most-loved-spider-man/>

Screen Rant. (2023, November 13). *The Marvels box office: MCU's lowest-ever opening breaks records*. Retrieved from

<https://screenrant.com/the-marvels-box-office-mcu-lowest-record-break/>

Yahoo. (2023, November 13). *'The Marvels' lowest-grossing MCU movie*. Retrieved from

<https://www.yahoo.com/lifestyle/marvels-lowest-grossing-mcu-movie-143250058.html?guccounter=1>

The Hollywood Reporter. (2016, October 18). *Ghostbusters box office loss signals sequel unlikely*. Retrieved from

<https://www.hollywoodreporter.com/news/general-news/ghostbusters-box-office-loss-sequel-unlikely-918515/>

Forbes. (2023, November 13). *The Marvels faces anti-woke backlash after box office flop, echoing Captain Marvel attacks*. Retrieved from

<https://www.forbes.com/sites/conormurray/2023/11/13/the-marvels-faces-anti-woke-backlash-after-box-office-flop-echoing-captain-marvel-attacks/?sh=68e998b411d4>

Inside the Magic. (2023, November 14). *Marvel removes She-Hulk from MCU, surrenders to anti-woke backlash*. Retrieved from

<https://insidethemagic.net/2023/11/marvel-removes-she-hulk-from-mcu-surrenders-anti-woke-af1/>

ComicChron. (2015). *Monthly comic sales*. Retrieved from

<https://www.comichron.com/monthlycomicssales/2015.html>

The Hollywood Reporter. (2019, February 24). *Oscars: Spider-Man: Into the Spider-Verse wins Best Animated Feature*. Retrieved from

<https://www.hollywoodreporter.com/movies/movie-news/oscars-spider-man-spider-verse-wins-best-animated-feature-1186431/>

SlashFilm. (2023, June 1). *Spider-Man: Across the Spider-Verse reaches \$600 million at the box office*. Retrieved from

<https://www.slashfilm.com/1329643/spider-man-across-the-spider-verse-600-million-box-office/>

Screen Rant. (2023, June 4). *Spider-Man: Across the Spider-Verse box office total breaks records*. Retrieved from

<https://screenrant.com/spider-man-across-the-spider-verse-box-office-total-records/>

Deadline. (2021, November 7). *Eternals' opening weekend box office brings in \$71 million*. Retrieved from

<https://deadline.com/2021/11/eternals-opening-weekend-box-office-1234868870/>

OpenAI. (2025). Subtle comic book-style background with abstract halftone dots and soft gradient hues. Generated using

DALL-E.