

Superhero Integrity is Questionable



By Lindsay Marshall,
News Editor

On Halloween, kids can be found walking around in Iron Man and Spiderman costumes, which is completely normal. What's not so normal, though, is when the tag hanging out says 'Disney'. This is just wrong on so many levels.

Yes, Disney now owns the rights to Marvel Comic books and everything else that goes along with them. Supposedly, they are trying to balance princesses and Hannah Montana with superheroes and action-adventure stories in order to attract young boys.

"This transaction combines Marvel's strong global brand and world-renowned library of characters including Iron Man, Spider-Man, X-Men, Captain America, Fantastic Four and Thor with Disney's creative skills, unparalleled global portfolio of entertainment properties," said President of The Walt Disney Company, Robert Iger (Official Disney/Marvel Announcement).

Disney World is planning on putting in new rides and possibly even a new park for this major

purchase, but this is really not the best idea in this economy. Sure, they may have the land and the money for it, but how well will it actually do with the people? Just imagine *The Hulk* roller coaster as a kid-friendly ride. It would not work.

This also brings into play Universal Studios. Many rides based on Marvel heroes are already in Universal, so what do they plan to do with them? Just get rid of them? Universal will soon be creating a Harry Potter park, so this may be an attempt to cover the missing rides. Or maybe they will just keep the rides and conveniently change the names, such as the Remarkable Quartet, Evil Man with a PhD, and Arachnid Male. Then of course there is the Y-men, and Angry Man with a Skin Discoloration and Bad Pants.

These changes will affect everyone, especially here, so close to both Disney and Universal; Florida kids have grown up with these places at arm's reach, but they will forever be changed after this. No one has any pictures standing in front of Cinderella's Castle with Spiderman's arm around their shoulders, and no one should. It's unnatural. Cinderella lives in her castle, and Spiderman lives at Universal. It's the way it has always been and should be.

It is also rumored that Disney may soon be buying DC Comics, as well, the rival to Marvel. While this may or may not be true, it would come with some consequences.

A DC movie favorite, "The Dark Knight," just came out within the past year, and it was rumored to have a sequel. Imagine sitting in the theater, about to finally see the new movie, and then realize how much less violent it is. Disney's softness will change any superhero movie that has been previously planned. It would be hilarious if Zac Efron was the Flash, and kids would flood the theaters just to see him. This would benefit Disney, who is trying to attract the younger male audience, but in the process, Marvel may lose the rest of their current audience.

Comic books and their superheroes were originally created for young children, and as those children grew up, they took the stories with them, and changed them into something different, something violent. Some might say it is time to take this back to the kids, but this is just too big a change to make all at once. Teenagers and adults want to hold onto this a little longer, and there is always the chance that the younger kids don't even care. Regardless, Disney is not doing this for the kids; they are doing this in order to boost their audience, which is just what any television station wants.

So, Disney, you've just bought the superhero world. What are you going to do next?

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