

# Editorials

## HOLLYWOOD'S SUPERHERO SYNDROME

*Chara Ho*

The recent rumbling of *Deadpool* breaking the box office effectively kicked off the season of superhero movies that have yet to conquer theatres throughout 2016. Comic book movies have become Hollywood's latest and hottest obsession, offering a glamorized rendition of the same formula time and time again. No matter where you come from, or which generation you were born in, humans never fail to be captivated by stories of the world being saved from destruction, a reluctant underdog rising up to be a hero, a mysterious femme fatale, death-defying stunts and excessive special effects. After all, superhero movies represent the best of the world we all wished we lived in.

In any event, people also enjoy a solid escape from reality. With recent developments of CGI and special effects in filmmaking, the childhood dreams of many adults who grew up reading superhero comic books have been realized, therefore charming not only the current generation but generations of the past. Since 2008, with the first release of *Iron Man*, the Marvel Cinematic Universe has continuously released eleven other box office hits. Between these twelve films there are a staggering \$9.09 billion dollars of box office revenue. In the list of top 10 grossing films of all time, three of them are Marvel movies. The cultural impact of these films has been immeasurable, influential beyond its presence in the theatres. They turn into two-hour commercials for merchandise, endorsements, and theme parks. For example, Coca-Cola and Marvel have collaborated to make Avengers-themed Cokes where consumers are urged to "collect all six" to assemble the team.

2016 is arguably one of the most exciting years in movie adaptations



of comic books, where the greatest heroes from both the Marvel Universe and DC Universe collide. By the end of the year, audiences will have been thrilled with a show down in *Batman vs. Superman: Dawn of Justice*, as well as a dark and hilarious film about a group of villainous antagonists in *Suicide Squad*. Both heroes and anti-heroes are beginning to be celebrated, taking a whole new dimension to the superhero action movie. Over in the Marvel universe, Captain America, leader of the Avengers, will be waging a civil war against his extremely wealthy, influential, famous friend, Iron Man. The height of the stakes are insurmountable, building up for an explosive experience on the DC and Marvel fronts. If these films don't satisfy the age-old argument over which superhero is better, standalone movies for other icons such as *Doctor Strange* and *X Men Apocalypse* are scheduled to be released later on the year as well.

However, with the rising surge of superhero movies flooding the entertainment landscape, there is little capacity left for other films to receive the same hype and exposure in the public. Audiences are beginning to lose variety and diversity in their entertainment palate, succumbing to

relentless marketing schemes and peer pressure to watch these massive blockbusters. Is our entertainment palate becoming so homogenized that audiences are satisfied with a few hours of death-defying explosions, a handsome lead, stylized fight sequences, and a few awesome gadgets? Regardless of whether or not Hollywood is becoming watered down with the same formulaic blockbusters, there is no doubt that superhero movies are universally charming. The evidence is embedded in our pop culture, the box office statistics, and the abundance of superhero movies that have yet to be released. The world loves having heroes, and Hollywood loves manufacturing them. With countless instalments scheduled to be released towards the end of this decade, the world certainly has much in superhero movies to look forward to.

# MADE FOR THE SIX

*Anonymous*

Do you ever wonder what you'll do?  
 How much pain you didn't know you could chew?  
 The things you'll get yourself into?  
 Think about the preview.  
 How much you've grew.  
 Where your roots are latching onto.  
 The places you could be flew.  
 To whom you'll be drew.  
 What could be true.  
 When day is through, who will have you?  
 Ever wonder your definement? Assignment?  
 You can feel transparent, subsequent triumphant.  
 Feelings are apart of being an adolescent.  
 Understanding your placement doesn't imply silence.  
 The world is straight violence, so just pick your riots.  
 Focus on achievement and gradually become less dependant.  
 Only some decide the hand of payment.  
 So weigh your judgement fellow student.  
 The road isn't remnant, just be confident.  
 Perpetually cognizant, avoid ignorance.  
 Practice your talent, know your adornment.  
 Never be hesitant, opportunity tends to be instant.  
 Despite diminishing innocents always embolden the moment.



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