

Sarah Gutierrez

Professor Joseph Philp Whatford

English 1070A Section 83

November 8, 2020

A New Marvel

Female hero's are turning out to be good business. Adding diversity to Disney's Marvel is vital to continue defeating social barriers. Male superheroes have been given enough of the spotlight and the call for action by the author allows writers to create female superheroes. This leap of faith will change the mindset of many in order to have the needed progression in a society where all should be given the motivation and power to thrive. The marketplace is in need of superheroes of all backgrounds, skills and weaknesses. Changing the face of Marvel gives new possibilities to all especially women who may not feel worthy. The investment in lead female heroes will get the desired financial outcome with 22% surge in income so far by including females as part of an essential part of the plot and not being a sex appeal. Investing in a movie where Violet is developing into her own superhero will be the next hit. A hit like other female movies that have made billions for their uniqueness in their character and their non stereotypical appearance.

Female superheroes have a different influence on each individual. Each individual is able to relate to others struggles despite differences in cultural or ethnic backgrounds. In some way one shares a similar struggle with one and other. Viewing a hero who is similar to one allows one to feel as if one is not alone. Small characteristics allow the audience to connect to superheroes.

One is drawn to the film knowing that in some way they can empathize with their physical or internal struggles. Violet Parr can empower young teenage girls who have been living like Violet as a shy teen who is a superhero. Thus teen girls can feel comforted to know others have faced the same challenges as them. Viewing the greatness that Violet has been able to do on screen will motivate girls to also step out of their comfort zones to achieve greatness.

Work Cited:

Dockterman, Eliana. "Everyone is a Superhero". *Times Magazine*, Vol. 186 Issue 9/10, 7 Sept. 2015, pp. 76-88. <https://time.com/4012852/everyones-a-superhero-at-marvel/> Accessed 5 November 2020.