

= Market Forces ( The Spectacular Spider @-@ Man ) =

" Market Forces " is the fourth episode of the animated television series The Spectacular Spider @-@ Man , which is based on the comic book character Spider @-@ Man , created by Stan Lee and Steve Ditko . In the episode , Spider @-@ Man is hunted by Shocker , whose suit allows him to fire intense sonic blasts .

" Market Forces " was written by Andrew Robinson and directed by Dan Fausett . It incorporated computer @-@ generated imagery in the sonic blasts used by Shocker , which mixed in with the other , traditional animation style used in the show . Shocker 's secret identity was completely changed from that of his original comic book appearance , but his design stayed close to the original costume used .

The episode originally broadcast on March 22 , 2008 , on the Kids WB ! block for the CW Network . It received generally positive reviews from television critics . IGN praised it for its imagery and storytelling , while iF Magazine said " Even the Shocker was more interesting on this show , so I continue to have high hopes for future episodes , characters , and villains . "

= = Plot summary = =

Montana and The Enforcers steal a powered suit from an armored Tri @-@ Corp truck after gassing the guards . Montana hands it to Hammerhead , who insists that Montana dons the suit to complete the " Big Man " ' s contract to kill Spider @-@ Man . The next day , Peter Parker gets across town as Spider @-@ Man , unaware that Montana and his men are watching him . He then hangs out at Harry 's apartment , discussing the upcoming Fall Formal , until he receives an e @-@ mail from J. Jonah Jameson of the Daily Bugle informing Peter that Jonah wants to purchase his photos of Spider @-@ Man . He leaves and promises to help Harry with homework later . At the Bugle building , Jonah mistakenly kicks Peter out before realizing who he is . Jonah pays him and makes him exit the building .

While heading back , Peter hears an alarm coming from a landfill and investigates . It ends up being a trap and he is attacked with sonic blasts by Montana , now wearing the suit and calling himself " Shocker " . When he is close to moving in for the kill , one of the thugs used as bait , Alex O 'Hirn , accidentally gives Spider @-@ Man time to recover . Shocker then knocks him into a machine and , satisfied , leaves via helicopter . Spider @-@ Man , however , survives but his paycheck was torn to shreds . The next day after school , where Harry is outraged with him over missing out on studying , Peter goes to replace his check at the Bugle where assistant editor Joe Robertson suggests getting a better camera . After Jonah takes a photo of Spider @-@ Man covered in garbage as Peter 's submission , Peter goes after O 'Hirn and his partner Flint Marko as Spider @-@ Man . He defeats them and tells them to inform Shocker he wants a rematch .

Peter makes it home in time for his curfew and spots Aunt May struggling with the bills , but must use the money he has to buy a new camera . When he goes to school the next day , he finds Harry is furious with him once more over forgetting their studying arrangements once more . At night , Hammerhead tells Shocker the Big Man is displeased with his failure . Meanwhile , Peter unsuccessfully tries to ask out Jonah 's assistant , Betty Brant . After a tremor rattles the entire city , Peter , as Spider @-@ Man , discovers it is the Shocker , leaving him a trail that leads to a condemned theater . During their fight , Spider @-@ Man unsuccessfully tries to find out who hired him before finally bringing the building down and defeating the Shocker .

Meanwhile , Harry returns home where his father Norman tells him to take responsibility and study by himself . Norman then goes to meet with Hammerhead , revealing that he helped them steal the suit from Tri @-@ Corp as they are his company 's competitor . He talks over speaker phone with the Big Man , who wants him to create new supervillains in return for funding . At his house , Peter sends his photos to the Bugle and tries to give Aunt May the money , but she insists that he still uses 10 % of it to buy a new camera .

= = Production = =

" Market Forces " was written by Andrew Robinson and directed by Dan Fausett . Though the show is done in the style of traditional animation , computer @-@ generated imagery was used to produce the green sonic beams made by Shocker . In the original comic book publications , Shocker 's secret identity was a man named Herman Schultz . For The Spectacular Spider @-@ Man , they changed his identity to that of Enforcer Montana , who had , in the comics , been a prominent character already . Using Montana allowed the writers to not have to come up with a completely new origin for Shocker . His suit was generally the same as that done in the comic books , but had extra features including goggles and vibrators . His voice was provided by veteran voice performer Jeff Bennett .

= = Cultural references = =

Greg Weisman , one of the producers for the series , came up with the idea to do a title scheme for each arc . For " Market Forces " and its arc , the scheme is economics . A line in the episode asks how deep a location is , using the Mariana Trench and the Ninth Circle of Hell in Dante 's Inferno as comparisons .

= = Reception = =

" Market Forces " originally broadcast on March 26 , 2008 , on the Kids WB ! block for the CW Network , at 10 : 00 a.m. It received generally positive reviews from television critics . Eric Goldman of IGN gave the episode an 8 @.@ 5 out of 10 and wrote " Sometimes change can be fun , and this episode was a great example of that . " Goldman enjoyed the design of Shocker which he felt stayed true to his original design and was " intrigued " by changing his secret identity . He praised the usage of CGI , the portrayal of Peter 's life , and the " cool " ending .

Sean Elliot , the senior editor of iF Magazine , gave the episode an " A- " and said about the change of Shocker 's secret identity , " saves the writers from having to come up with a completely different origin for a character that pretty much is a second tier villain anyways . " Elliot wrote that having Norman making a deal to produce new supervillains was " an extremely useful " convention that allows the introduction and creation of enemies for Spider @-@ Man to fight .