



ASSEMBLE THEORY: A METHOD TO DISMANTLE THE 'DEMOCRATIC DICTATORSHIP' AS SUGGESTED IN POP-CULT SEMIOTICS

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Abstract

Even though cinema had been perceived as a mere method of entertainment, academic discourses have already established its efficiency in disseminating political ideologies. However, the genre of superhero movies, which belongs to the popular cinema, has been paid considerably low attention, specifically to its philosophical and political content. Therefore, this qualitative study tends to comparatively analyse two film series; Avengers and Justice League (respectively by Marvel Studios and DC Comics) in order to understand their similarities in the process of defeating a common enemy. Thus, the analysis attempts to evaluate the validity of the research hypothesis, which posits the notion that the said genre symbolically presents a successful method to dismantle a powerfully established government. The study also examines the reception of these movies and argues that the immense popularity of these movies is a consequence of well meditated character development that has happened throughout several movies. In summarising the study, the researcher presents a concept called 'Assemble Theory' that can be utilised to challenge any authority. Assemble Theory consists mainly of two stages: firstly, there should be several individuals who rise to fame independently. Secondly, these now famous figures should form a union, which can gain extreme popularity of the public. In concluding, the study validates the proposed notion by referring to certain other pop-cult and real-life examples, such as: World Wrestling Entertainment (WWE) and independence movement in India.

Keywords: Assemble Theory, Film Studies, Government, Popular Culture, Superhero Movies