Transmitting Ideologies Through Popular Cinema: A Textual Analysis of Marvel Studio's Avengers: Endgame (2019)

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Since cinema has been identified as an effective method of ideological transmission, it is widely accepted that the commercial cinema has been utilized to strategically inculcate and naturalize certain believes in the mind of the audience. In this regard, it can be assumed that the Marvel Studios, which is one of the prominent American film studios, has also attempted to embed such believes in their productions. Marvel Cinematic Universe (MCU) is a fictional universe that appears in the main stream Hollywood commercial movies, produced by Marvel Studio. The study, thereby, attempts to comprehend the afore discussed phenomenon by carefully scrutinizing one of the most anticipated and recent movies based on MCU, namely; Avengers: Endgame (2019), by Marvel Studios. Qualitative method, in the form of textual analysis, is entertained in the study, which does not have a particular theoretical framework as it is carried out rather as an empirical study. However, to contextualize the findings, the contemporary writings on America will be used. Consequently, the analysis would elucidate how certain stereotypical and ideal concepts on American society, such as racial equality, empowerment of women, and American superiority, are promoted through the movie.

Keywords: Ideology, Marvel Cinematic Universe (MCU), popular cinema, super heroes