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Communication-Cultural Change CM 309 001  
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### **The Medium's Message of Reproduction of Superhero Obsession & Culture**

Marshall McLuhan theorized that 'The Medium is the Message' is explored through Walter Benjamin's set of theories on the reproduction and the impact of technology on content distribution. Benjamin and McLuhan align on the same notion of "substitute copies" in the context of mechanical reproduction which represents something new, similar to how streaming services operate, particularly the way that Amazon launched its streaming service in 2006 year after Netflix introduced streaming in 2007. McLuhan and Benjamin help explain that the streaming mediums, Amazon Prime Video and Netflix merely serve as a reflection of reproduction while replicating the subscription model of yearly or monthly payments. However, McLuhan explains how we as an audience become in 'awe' of this new alternative medium, Amazon Prime Video is directly linked to Benjamin have theorized on the competition of mechanical reproduction it creates in the market.

McLuhan has formed theories on how content acts to fill a supporting role, akin to the reference to 'substitute copies' that Benjamin discusses within the reference to Amazon Prime Video television shows, The Boys and Gen V. McLuhan and Benjamin explain the streaming medium's television shows, 'The Boys' and 'Gen V' is a prime of mechanical reproduction as content to influence the message released through various film and television productions. Benjamin goes further in theory that mechanical reproduction in writing a familiar story that references The Boys comic series by writer Garth Ennis and artist Darick Robertson, published under the DC (Detective Comics) Wildstorm imprint where both television shows are reproduced to reach a standard whereby and thereby changing the impact on the public. For instance, Benjamin put in theory that 'The Boys' and 'Gen V' are copies that are often more independent of the original work than the traditional manual reproduction to create a place within the artistic processes and storytelling traditions, as seen in how they reinterpret familiar narratives.

In alignment with McLuhan suggests that these adaptations serve as substitutes that reference and build upon the original comic series. The unique existence of these adaptations can be traced back to the source material that Benjamin theorized about copies often independently from Detective Comics (DC) characters where ‘The Boys’ and ‘Gen V’ satirize superhero stories and characters in a manner that parodies traditional comic book narratives in aligning to McLuhan and Benjamin theorizes that *YouTube* channels, **The Take** and **Wisecrack** analysis about both of Amazon Prime Video’s television series.

Therefore, McLuhan theorized The Medium is the Message interplay of Benjamin’s reproduction theory illustrates how Amazon/Prime Video streams a complete reproduction of content that parodies superhero obsession and culture in The Boys and Gen V, drawing from the original comic book form published under DC’s imprint, Detective Comics (DC) long-running characters, and Marvel too.

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**Hi Michele,**

**It's clear that you're trying to make some strong connections between these theories and your case. But it's not clear that you completely understand McLuhan's part in this (and then how his idea connects with Benjamin's). Your understanding of Benjamin seems a bit more clear.**

**Wish you would have reached out. These are complicated and pretty abstract ideas that needed a lot more unpacking ahead. Have a wonderful holiday and break!**

**My best,**

**Prof Hien**

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