MARVEL CINEMATIC UNIVERSE: AN ANALYSIS FROM PRINT MEDIUM TO VISUAL MEDIUM

O. Alisha[1] & Dr. G. Priya[2]

[1]Part-time Research Scholar, The Research Centre of English, Fatima College, Affiliated to Madurai Kamaraj University,
Tamilnadu, India

[2]Research Supervisor, The Research Centre of English, Fatima College, Affiliated to Madurai Kamaraj University,
Tamilnadu, India

ABSTRACT

The Marvel Cinematic Universe (MCU) has transformed contemporary entertainment, presenting a variety of characters across print and visual media. During the process of transitioning from comic books to the big screen, this examination digs into the development, representation, and effect of significant Marvel Cinematic Universe characters. The original comic book renderings are compared to their film counterparts in this study, which places an emphasis on narrative continuity, character development, and audience reception. Some of the most important themes include the process of adaptation, character arcs, visual representation, and the impact that digital effects have on the storytelling process. The study sheds insight on the manner in which the Marvel Cinematic Universe (MCU) reimagines legendary characters in order to ensure that they are in line with contemporary tastes while yet maintaining their fundamental characteristics.

KEYWORDS: *Marvel Cinematic Universe, Comic Books, Films, Adaptation, Narrative Consistency, Character Development, Visual Representation, Digital Effects, Cultural Relevance.*