Commitment to Freedom: A Fannish Struggle for the Representativeness of Political Identities

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Introdução

The current research has analyzed the repercussions of new Star Wars movies among fans. Star Wars was created by George Lucas in the 1970s and became one of the most famous and profitable movie franchises, so far. Besides, it showed how pop culture products can turn into cultural icons, For more than four decades, the saga has won fans and admirers from several generations, as well as played instrumental role in a movement aimed at legitimizing consumers who used to inhibit their bond to pop culture

Problema de Pesquisa e Objetivo

The aim of the current study is to investigate how fans behave towards greater introduction of political identities in pop culture.

Fundamentação Teórica

The idea of consumption as an identity-building instrument, the growing discussions on political identities and the emergence of the entertainment industry as arena for consumer resistance are associated with each other

Metodologia

By applying the Foucauldian Archeogenealogy to the online forum called TheForce.net, it was possible identifying militancy and sympathy as moral agencies in this empirical locus.

Análise dos Resultados

Despite their uniqueness, they show commitment to freedom and indicate how fans see the representativeness of political identities as continuous struggle vis-à-vis dominant ideological forces.

Conclusão

We analyzed how Star Wars fans behave towards the introduction of political identities in new movies belonging to the franchise. Foucault's Theory about the constitution of the moral subject was herein adopted to analyze consumption as a practice aligned to the growing demand for representativeness in the entertainment industry

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