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Nutthawut Supappoj

Joss Whedon and His Contribution to The World

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Film today is reflecting various aspects and attitudes towards life of people in the society. Director and screenwriter play major roles in determining story, content, pattern, style, and implication of the film. Joss Whedon is one of well-known American screenwriters, and also producers of film and series¹. For almost fifty years of his life², he has made a lot of outstanding works, for example, he wrote the screenplay of Buffy and the Vampire Slayer series since 1997, Toy Story animation in 1995, and simultaneously wrote the screenplay and directed The Avengers³ which has become one of the most famous movie in 2012. As mentioned, every film reflects the thought of people at that time or even the matter the screenwriter would like to convey. Joss Whedon's works implicitly shows his idea that might be influenced by modern philosophers and also affects the audience thought. Undoubtedly, Joss Whedon's successful works, especially Toy Story and The Avengers, have significant influence to the world, specifically in filmmaking industry, marketing strategy trend and a human thought.

First, Joss Whedon's work has affected the international filmmaking industry. Toy Story, which its script is written by Whedon, is the first film using technique

¹ "Joss Whedon." *Wikipedia*. Wikimedia Foundation, 1 Sept. 2012. Web. 5 Sept. 2012. <http://en.wikipedia.org/wiki/Joss_Whedon>.

² "Joss Whedon." *Wikipedia*. Wikimedia Foundation, 2 Sept. 2012. Web. 6 Sept. 2012. <http://en.wikipedia.org/wiki/Joss_Whedon>.

³ "Joss Whedon." *IMDb*. IMDb.com, n.d. Web. 10 Sept. 2012. <<http://www.imdb.com/name/nm0923736/>>.

called Computer-generated imagery (CGI), the technique using lifeless thing to act like a human⁴. Whedon wrote the screenplay by creating characters which are cheerful, liveliness and funny. Toy Story's script proved that human actor is not necessary anymore. The Avengers, which is directed and wrote by Whedon, is the story about superheroes group from Marvel doing a certain mission⁵. In this movie, he set a group of heroes whose characters are completely different. Not only the interesting screenwriter he wrote but also the technique he added to the film. It can be seen from the movie that he used only a small number of actor and actress, the rest he relied on the computer graphic and effect. Even a monster, soldiers are all created by computer capability. In next ten years, in filmmaking industry, it may require only two or three actual actor or actress during film production.

Second, Joss Whedon's work has affected the marketing strategy trend of the world. As he wrote the screenplay of Toys story in 1995, the story is about the toys are alive and have some conflict they need to fix.⁶ After the animation had been released, most of kids in the world watched it and recognize both film and the character of the toys appearing in the movie. In practical, film is not made just for watching, but it also made for doing marketing⁷. From 1980 to 1990, since the percent of birth rates is high⁸ as well as the death rate according to World War I⁹, children

⁴ "History of Animation." *Wikipedia*. Wikimedia Foundation, 11 Sept. 2012. Web. 14 Sept. 2012. <http://en.wikipedia.org/wiki/History_of_animation>.

⁵ "Marvel's The Avengers (2012)." *Marvel's The Avengers*. N.p., n.d. Web. 14 Sept. 2012. <http://www.rottentomatoes.com/m/marvels_the_avengers/>.

⁶ "Toy Story." *Wikipedia*. Wikimedia Foundation, 14 Sept. 2012. Web. 15 Sept. 2012. <http://en.wikipedia.org/wiki/Toy_Story>.

⁷ "Disney's 'Toy Story' Boosts Business for Toy Maker Hasbro Mr. Potato Head among Renewed Old Favorites." *Baltimore Sun*. N.p., 03 Dec. 1995. Web. 13 Sept. 2012.

<http://articles.baltimoresun.com/1995-12-03/business/1995337046_1_hasbro-toy-story-toy-maker>.

⁸ "Birth Rate." *Wikipedia*. Wikimedia Foundation, 15 Sept. 2012. Web. 13 Sept. 2012. <http://en.wikipedia.org/wiki/Birth_rate>.

become the biggest population of the world at that time. To get a big attention, target of film maker might be children. This might be the reason Whedon wrote the script to be easy to understand for children and induce them to be in love in the character in the film. It seems reasonable when children like some characters of the film, especially when that character is a toy, they will want to buy it as collection. For example, the toys that relates to the story such as 'woody' or 'buzz' the main character of Toys story are the best seller toys.¹⁰ The toys and film helped each other to be notable because if kids see the toys, they will want to watch the movie and vice versa. Same as 'The Avengers', Whedon made audience enjoy the film by setting stunning script and using astonishing computer graphic. This also helps promoting some product appearing in film such as cars, foods, restaurant, etc. Moreover, all four heroes including The Hulk, Ironman, Captain America and Thor are attached in everyone heart and all products relating to them seems in needed in the market.

Third, Joss Whedon's work has affected a human thought. It is noticeable that most of screenplays written by Whedon are fantasy or unrealistic film. However, three out of four heroes that he chose in 'The Avenger' are a normal human who do not have any innate superpower. The Hulk, Captain America, and Ironman use their own ability combining with high technology to become heroes. This script reflects that a common person can be heroes. It may require some specific technology but not supernatural talent or like-god-given characteristic. Moreover, to become a hero, one must have self-sacrifice for other people and the qualities of confidence. Whedon would like to convey this matter to every people and also to teach some logic to kids. For example, In Avengers, 'Ironman' is the genius guy who can invent outfit that is

⁹ "World War I Casualties." *Wikipedia*. Wikimedia Foundation, 13 Sept. 2012. Web. 17 Sept. 2012. <http://en.wikipedia.org/wiki/World_War_I_casualties>.

¹⁰ "The Top 25 Best Selling Toys from the Last 25 Years." - *Odd News*. N.p., n.d. Web. 16 Sept. 2012. <<http://newslite.tv/2010/09/23/the-top-25-best-selling-toys-f.html>>.

packed with high destructive weapon. He must use it in the right way otherwise, it can destroy the world¹¹. In *Toy Story*, Whedon implicitly told children that toys not just a toys, they have their own minds and feelings. This made kid to pay more attention to and take of their own toys or their own properties. Not only teach about how to care other things and to be responsible, but he also introduces an important concept to children so that they would not grow up to be bad person.

In conclusion, although Joss Whedon is not a famous scientist or philosopher, his works as a screenwriter and director do affect and change the world in many aspects, not obviously, but impliedly. *Toy Story* and *The Avenger* are good examples of his famous works that influence the world. Filmmaking industry, marketing strategy trend and a human thought are affected. Due to his successfulness in career, Joss Whedon may continue his work by writing more and more screenplays, directing more and more films and create more and more substantial masterpieces that change the world later.

¹¹ "Marvel's *The Avengers* (2012)." *Marvel's The Avengers*. N.p., n.d. Web. 16 Sept. 2012. <http://www.rottentomatoes.com/m/marvels_the_avengers/>.