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A POLITICAL AND SOCIAL APPROACH TO THE MARVEL COMIC UNIVERSE: FROM GLOBAL ENTERTAINMENT TO POLITICAL INDOCTRINATION

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"Yes, yes, no no, I'm not running away"

For David and Noah

Abstract: The study focuses on an analysis from a political perspective of the films that make up Marvel's Infinity Saga. This research has the specific objectives of studying the representation of the United States in movies, identifying and analyzing the dominant political ideology in Iron Man and Captain America, and analyzing the political messages that are transmitted to the population through movies. This study will analyze the political enclaves that are hidden in relation to patriotism and privatization of security, as well as how they position themselves on various issues embodied in the hegemonic parties that make up the classic Republican vs. Democrat bipartisanship. For this, a qualitative methodology based on an analysis of visual content will be carried out.

Keywords: Mass media, cultural products, Marvel, political ideology, United States.

INTRODUCTION AND OBJECTIVES

After a decade, in 2019 one of the greatest film sagas of recent times, The Infinity Saga of Marvel Studios, concluded. This Saga is made up of 23 films that chronicle the rise and fall of a very large group of superheroes and superheroines, led by Steve Rogers and Anthony Stark, whose objective is to save the Earth from different threats. Through these films, and in an underlying way, political issues are outlined, either reaffirming political identities or transmitting values and behaviors.

The characters are living and changing products of the time in which they were created, which is why, to this day, they present references to those contexts. Cultural and entertainment products are used as vehicles for the transmission of ideas in a simpler way (Martínez-Fresneda, 2004). Specifically, cinema serves as an ideological instrument for the assimilation of political messages within a society (Dracher, 2014), and this is the idea that motivates the study, which aims to analyze the films that make up said Saga from an ideological perspective. Likewise, its specific objectives are:

- Identify and analyze the dominant political ideology of Iron Man and Captain America within the American Republican-Democratic binomial.

- Study the representation of the United States in the Infinity Saga movies.

- Analyze the political messages that are transmitted to the population through movies, in relation to patriotism, use of weapons and the privatization of security.

THEORETICAL FRAMEWORK

SUPERHERO CINEMA

Superheroes have their origin in the US in the Great Depression of 1929, which generated a society marked by hopelessness and insecurity, which caused the first issue of Superman to be published in 1938. The great reception that this character had encouraged various authors to launch their creations on the market, in such a way that in a short time the market was filled with heroes and heroines (Guiral, 2007). These characters are flexible to the times in which they lived, so they are a faithful reflection of the concerns and fears of their contexts (Estévez, 2019). The clearest example of this is the figure of Captain America, a character that forms a brilliant idea in which the dreams and hopes of a nation like the United States are deposited. Therefore, they are not only a product of entertainment, but are a reflection of the political and social realities of their times (Alonso-Calero & Cano-García, 2011), thus

representing the patriotic and moral values of American society (Rivas, 2019).

The imaginary of superheroes is capable of transcending the screen, championing them as representatives of various political or social movements (Estévez, 2019). This is why the construction of a character's identity is so important. Not all of them represent the same ideology or values; The great diversity of heroes that exists is born from the need to represent diverse political and moral positions (Bertel and Guerrero, 2020). A recent example is the recent case of the "Capitol mob's" in the United States, which used the image and iconography of Captain America to defend his actions and "traditional American values." Being Captain America a symbol par excellence of traditional American values, in addition to being in charge of defending the United States from enemies that put "American values" at risk, he is the ideal character to champion the most conservative American causes (Caín, 2021).

THE POLITICAL IDEOLOGY AND THE BINOMIES

The media are seen as decisive elements for the formation of public opinion (Blanch, Elejabarrieta, & Muñoz, 1988), where one of the key elements is political ideology. This is defined by Deconchy (1980) as "a system of representations and explanations of a social reality that, in the eyes of a certain number of individuals, introduces information that they potentially judge based on criteria that, for them, do not derive, in principle and, above all, from a desire or from a verifying motive" (1980, p.11). Political ideology is built on the basis of opposing positions, which in this case have been called binomials. These represent key conflicts inherent to American political ideology and are four: Freedom/security, utilitarian/deontological, libertarian attitudes/authoritarian attitudes, and individual values prevail/community values prevail. The interest lies in the fact that they generate a conflict in terms of their positioning, due to their complexity and the importance they have in society.

Regarding the first pairing, in which the opposition security vs. freedom is studied, freedom according to Isaías Berlin (cited in Sen, 1990, p.103). It is defined by two concepts: one, focused on a person's ability to achieve or not achieve what he wants, and the other, on the absence of restrictions for that individual to achieve his objectives. This idea is embodied in civil liberties, these present a double interpretation based on American political ideologies, that is, while conservatives associate civil liberties with duty, respect for authority and the primacy of law and order; liberals are not afraid of risking social stability in order to promote change (Davis & Silver, 2004).

For its part, security is a concept that is built on the basis of fear and risk (Alfonso, 2016). National security policies are configured as a framework of action that enables the use of force, if necessary to maintain national security, it also seeks to provide a defense against war by deterring a possible threat that disturbs the peace. In this context, despite the fact that weapons play an important role (that of deterring threats), it is not the only one, but is part of a transversal program where diplomacy, information and the economic instruments of foreign policy, They are decisive elements in maintaining peace. These mechanisms are arranged to reduce the external threat and separate a real or potential enemy from its allies. The best results are obtained when a threat is transformed into an ally willing to cooperate in protection and social order, "the highest test of effectiveness in the foreign policy of a free people: preserving the security of the nation at the same time that, through voluntary methods, it causes a situation in which everything becomes safer

and free" (Lawell,1950, p.53).

The progressive advance of privatization, derived from the incipient sensation of fear and insecurity, supposes the loss of the political space as an order capable of constituting what is politically just and the common good, which supposes the recovery of areas for freedom, as a well private. This explains the increase in security, especially personal security and not public security, which causes private action to consolidate itself as a guarantor of citizen security (Alfonso, 2016).

The second binomial raises the opposition between utilitarian morality and deontological morality. The conflict arises from the dilemma between the nature of the action and its consequences. The utilitarian conception states that the morality that exists in the action is determined by the consequences that are expected from it. Therefore, the death of an individual or torture are considered actions that, if carried out "for the greater good", are justified. For its part, the deontological conception states that the morality of an action is determined by its intrinsic nature, in such a way that the death of an individual or torture will always be considered unacceptable regardless of its consequences or potential benefits (Białek & De Neys, 2017).

For the definition of the opposition that is established in the binomial three individual values vs. community values, six basic values will be used, proposed by Gómez and Sánchez (2000): 1/ Conservation defined as when "the interests of the person are not consider themselves different from those of the group, interest in maintaining status and avoidance of actions that may disturb the social order" (p.285). 2/ Affective and intellectual autonomy as a concept opposite to the previous one and understood as "those important values in societies that consider people as autonomous entities that pursue their individual desires and interests" (p.285). 3/ The third of the values is

the hierarchy, that is, the legitimization of the assumption of roles and the distribution of resources. 4/ Competition, the fourth value to be defined, is the one that gives priority to self-affirmation (ambition, success or risk) over the rest of the issues. 5/ In opposition to this is harmony, related to commitment, emphasizes the harmony of nature and prevails "a world at peace, social justice or being useful and helpful" (p.286). 6/ Finally, and in relation to the previous one, there is the egalitarian commitment, that is, a concern for the well-being of others, in relation to the equality of all its members and calm in their society.

Gómez and Sánchez (2000) propose grouping these six values into two dimensions:

- The first is the one that conforms to the opposition autonomy vs conservation, this is based on the opposition between the values that benefit the interests of the individual in confrontation with the values that benefit the group.

- The second dimension is made up of a double opposition, hierarchy and competition vs. egalitarian commitment and harmony. In this case, while the first legitimizes pursuing personal or group interests, even at the expense of others, the second alludes to sacrifice or personal interest to maintain social and material closeness.

Finally, the last couple is made up of the opposition between democratic attitudes and authoritarian attitudes. The authoritarian personality, driven by authoritarian attitudes, is characterized by blind obedience, restricted autonomy, and where punishments and/or forms of control play a crucial role (Baurind, 1971). The attitude they present is defined as dogmatic, inflexible and supportive of traditional values (Lindgren, 1984). The autocratic leader is interested in obtaining obedience, with individual decision-making and uses legitimate and coercive power to

achieve it (Díaz Carabaño, 1974).

On the other hand, the democratic personality is based on the acceptance of rights and duties, where the tool used is reasoning, open communication, dialogue and the freedom to express opinions and dissident points of view. The democratic leader respects individuals and feels that all are equal and deserve the same rights and treatment. This bases his power on the recognition of the role of the members and on his power as an expert (Díaz Carabaño, 1974). He assumes his role as leader, distributing the rest of the roles and actions among the members of the group, making use of his position of authority, and allows participation and dialogue in decision-making (Ovejero, 1988).

PATRIOTISM AND NATIONALISM IN A BIPARTITE SOCIETY

Another central element for the analysis of work and very characteristic of the United States is its iron patriotism. González (2022) understands that patriotism is related to feelings, beliefs, values and behaviors; while nationalism is related to self-determination, political power and territorial expansion. The concept of patriotism, part of the constitution of a homeland, that is, "a human group that shares certain characteristics, reaches for itself a certain political unity, settles in a territory and creates institutions" (p.24). The idea of homeland, and therefore of patriotism, is linked to two fundamental concepts, defense and love for it, where a two-way relationship is established between the individual and the homeland itself. On the one hand, the country gives and receives, and, on the other hand, the individual who contributes and receives. As a result of this approach, values such as collectivism and group defense are deeply rooted in the nature of the individual defined as a patriot. Together with the values, the definition of borders with the rest of the

territories, is presented as a pillar within the concept. As mentioned before, both love and defense define patriotism, therefore the construction of delimitation towards other peoples, as well as the defense and protection before them draw the patriotic identity of a country. As Huntingtong & Dunn (2004) explains, the concept of American identity has undergone various changes to this day. The process of creating an American identity was always marked by the opposition of values towards its "enemies" in a war context. The main one was communism whose greatest representative was the Soviet Union and later China. In this scenario, identity was outlined in opposition to the values that the Soviets proposed, where special emphasis was placed on freedom and security. On the other hand, after the fall of the communist block, and after the impact of 9/11, the values that stood out in the North American definition of identity were those of race and religion.

AMERICAN BIPARTISM

Traditionally, the American political scene is dominated by two political parties, the Republican Party and the Democratic Party, which present differences in very fundamental aspects such as reading the socioeconomic context, issues of national security and militarism (Elosúa, 2020).

Within the bipartisanship observed in the United States, the Democratic Party presents a more liberal position, placing it closer to social issues (Elosúa Feliciano, 2020). Their moral position regarding the individual and community binomial is closer to individual morality (Graham, Nosek, & Haidt, 2012), that is, issues such as self-determination or the search for the benefit of minorities prevail, despite the fact that this compromises the interests of the group, along with values that prioritize the self-definition of its members, as opposed to the homogenizing unity of the

group (Gómez, 2000). Continuing with the deontological/utilitarian binomial, democrats are in favor of a more deontological morality (Bostyn, Roets & Van Hiel, 2016), where the possible benefits do not overlap with the nature of the action (Białek & De Neys, 2017). This approach leads them to position themselves more in favor of not compromising civil rights and liberties, requesting extensions to initiatives that advocate for programs that increase surveillance and control of citizens, and supporting full transparency of government intelligence agencies. (Kneeland, 2016). In other words, they opt for not compromising civil rights in favor of "greater security".

Regarding the military plane, it is preferred to take more dialogue and diplomatic positions in conflict resolution, since they are more focused on humanitarian objectives and foreign economic policy. Although they consider the use of the army an important value, like defense, it is not a central issue in their ideology (Graham, Nosek, & Haidt, 2012).

Finally, the government that seeks to form tries to find formulas for transparency, dialogue and maintaining or promoting civil liberties, avoiding restrictive and coercive policies, favoring individualities and free expression (Freedom House, April 20, 2022). In this case, the manifestations of patriotism are characterized by what Lakoff (1995) has called "nourishing father", that is, it seeks to satisfy belonging to a group and the security of individuals through mechanisms such as empathy and responsibility. for others.

For its part, the Republican Party presents more conservative actions, positioning itself much closer to protectionist measures (Eloúsa, 2020). Within the individual or community moral binomial, it prioritizes collective values over minorities, prioritizing the well-being of the group over that of the individual (Graham, Nosek, & Haidt, 2012). This position leads them to take more restrictive security measures. Fear that security and protection will be lost if the government does not act, leads them to propose broad surveillance powers and support the actions of government intelligence agencies (Kneeland, 2016). In the deontological/utilitarian moral binomial, they position themselves before a more utilitarian vision, benefiting the good of the group (Bostyn, Roets, & Van Hiel, 2016), where the judgment of the action is motivated by the possible benefits of the action (Białek and De Neys, 2017).

They advocate the privatization of various sectors, such as health or security, to the point of proposing various reforms with the aim of alleviating the national security budget (Kneeland, 2016). The approach presented by this political party leads it to take more restrictive measures based on punishment and control; Concepts such as the lack of support for the security forces, support for the Broken Window Theory, support for the military reinforcement of teams to civilian and local areas, demonstrate a concern for security and the maintenance of social order at all costs. (Kneeland, 2016). Regarding the use of weapons, Republicans pursue objectives focused on the physical security of the nation (Graham, Nosek and Haidt, 2012), where military power is very useful, for this reason, in their political campaigns the concern for the security and spending on the military budget are found as fundamental bases of his ideology (Kincler, 2006).

On a patriotic level, and seeking to satisfy the needs of belonging to a community and security, the approach followed by the Republicans is what Lakoff (1995) called "strict father", as opposed to the aforementioned "nurturing father". In this case, the mechanisms used are discipline and self-sufficiency. More specifically, as

Bader (2006) explains, in recent years, the conservative side has been more successful in building community and seeking security, partly caused by the political climate that has developed in the United States in recent years. after 9/11. A technique used by conservatives (Republicans) to try to form a community, already mentioned above, is the construction and evocation of an "other", to which the concept of "enemy" is associated. The concept of "others" is associated with the opposite concept of "us", which is identified with the concept of "Americans", which delves into the individual. By creating the imaginary of "us" and "others", with their respective associated concepts, the illusion of being safe within the community is created, favoring processes of differentiation and exclusion.

PHASES AND CONTENT

The Infinity Saga makes up a multiverse of twenty-three films, divided into three phases, which began in 2008 with *Iron Man*, and which concluded in 2019 with *Spiderman*: Far From Home (Sandoval, 2021). The plot focuses on the search for and possession of the "Infinity Gems", six objects that control various aspects of the universe (such as time, power, space, reality and soul), which grant whoever manages to possess them immense power. The phases that make up the Saga are:

- The first phase would be the presentation of the characters and introduction of the universe. This first phase lasted five years, from 2008 to 2012, where the members of The Avengers were introduced, as well as their first joint appearance in the same film. Six films were released in this phase.

- The second phase would last for three years, from 2013 to 2015, and would be composed of the second parts of the characters introduced in the first, along with the introduction of new superheroes,

plots, and worlds, in intergalactic contexts. Six films were released in this

- The last phase would also last three years from 2016 to 2019, where it is revealed who the threat is and what unites all the films, that is, this phase focuses on the "Infinity Gems" and on Thanos as the main villain. On the other hand, the future of the franchise is also presented, headed by its new heroes, who will take over from the old Avengers, who say goodbye to the company. A total of eleven films were released in this period.

METHODOLOGY

To carry out the study, a qualitative methodology is used: film analysis, a technique that consists of viewing and collecting information through an observation data sheet. Based on the theoretical model of Brisset (2010), it is proposed to carry out an analytical scheme with five dimensions appropriate to the objectives of the research. The dimensions that make up the analysis of The Infinity Saga are:

- The identification of the film, where technical data necessary for the analysis and classification of the film will be collected.

- The place where the plot takes place; the decomposition of hegemonic blocks, that is, far from the heroic plot, they try to find the concepts or elements that make up the subplot of the film.

- The fourth dimension, the narrative dimension, is the most extensive and it is about analyzing the structure and staging of the story; This is in turn composed of the diegetic universe and the characters.

- Finally, the fifth dimension is the interpretation, in this dimension we seek to analyze the more visual symbology, as well as the iconography of the characters.

REPUBLICAN PARTY	DEMOCRATIC PARTY
Security	Freedom
Utilitarian morality	Deontological morality
Values that favor the group prevail	Values that favor minorities prevail
Authoritarian attitudes	democratic attitudes
Strict father	Nurturing parent
Construction and evocation of an "other"	Empathy and responsibility

Table 1: Summary of the positioning before the binomials

Fountain: own elaboration

SECURITY	"The risk is imminent (imminent threat)" (Black, 2013, 00:22:04).
UTILITARIAN	"I know that you are a coward (The Mandarin), so I decided that you are already dead, I will go for the corpse, there is no politics, only the classic revenge" (Favreau, 2008, 00:08:26).
AUTHORITARIAN	"You would have to thank me, I am your great shield and it works, we are safe, we are secure" (Favreau, 2010, 00:16:44).
INDIVIDUAL	"I will serve this great nation as I please and if one thing is certain it is that I always do what I please" (Favreau, 2010, 00:17:20). "I am Iron Man. The suit and I are one, giving up the suit would be giving myself away" (Black, 2013, 00:29:18).
GOVERNMENT APPARATUS	"I tried to work with these idiot asses, but not anymore" (Favreau,2010, 00:17:04).
USE OF WEAPONS	"You need help, ask me now, I have new technology, an autonomous suit…" (Black, 2013, 00:10:36).

Table 2: Positioning of Iron Man.

Source: The own author.

FREEDOM	**"The price of freedom is a high price, it always has been, and I am willing to pay it" (Nagy,2015,01:36:46).**
DEONTOLOGICAL	"I don't want to kill anyone, I just hate bullies, wherever they're from" (Johnson, 2011, 00:16:37).
DEMOCRATIC	"I must be there (at the front)" (Johnson, 2011, 00:10:57).
COMMUNITY	"Hay hombres ahí afuera dando sus vidas, no quiero hacer menos" (Johnson, 2011, 00:15:51).
GOVERNMENT APPARATUS	He is part of the security forces, maintaining a favorable relationship with the government apparatus.
USE OF WEAPONS	"(Weapons) This is not freedom, it is fear" (Ruso & Ruso, 2015, 00:17:42).

Table 3: Positioning of Captain America.

Source: The own author.

The methodological design that motivates this scheme, part of the intention of studying the interaction between the government apparatus and the hero, for this reason the films chosen for the study are: *Iron Man* (2008), *Iron Man 2 (*2010) *Captain America*: The First Avenger (*2011), The Avengers (2012), Iron Man 3 (2013), Captain America: The Winter Soldier (2014), The Avengers: Age Of Ultron (2015), Captain America: Civil War (2016) and The Avengers: Endgame (2019).*

ANALYSIS OF RESULTS

DOMINANT IDEOLOGY IN IRON MAN AND CAPTAIN AMERICA

After viewing the Iron Man trilogy, it can be said that his personality is highly defined by a utilitarian position, in favor of security, where individual values and authoritarian attitudes prevail. As the creator and owner of an arms company, the position regarding the use of weapons is always very favorable, and the relationship with government agencies is not good, either because they want to appropriate their armor or because of the representation they have in their films. ; example of this is Senator Stern, an undercover member of Hydra[1] who tries to confiscate Stark's armor in his second film and tries to kill Rogers in *Captain America: The Winter Soldier (*2014). This position in the pairs is a constant aspect until the conflict that arises in the last installment of the Captain America trilogy, where he is forced to change his position to continue defending security, thus forming a deontological morality, more democratic attitudes. and prioritizing community values. This new vision will be the one that accompanies him until the end of the Infinity Saga.

Finally, the central ideas around which the plots of the Iron Man trilogy revolve are: security, peace and the legacy for future generations. Special emphasis is placed on the need for a hero to protect them from possible threats against the United States, especially those that come from, as stated in the second film, the main countries that represent this threat are: North Korea, Iran or Russia. The main threat is understood in military terms, considering a possible arms race focused on a new type of weapons. Regarding this, the future of the new security forces is private companies, as Stark stated:

> "I privatized world peace, my obligation is to the people, I will serve this great nation as I please" (Favreau,2010, 00:17:21).

This idea has as a result that Iron Man stands in the film plot as a private body that supplies state security forces.

In the case of Captain America, the presentation of the character is deeply rooted in a man's duty to his country to the point of dying for it. Regarding the positioning, the presentation of the character is that of a young defender of freedom at all costs, with a deontological morality, a democratic attitude and that prevails community values; His motivations for being a hero are to protect the world and defend the weak.

With the passing of the films, a change can be observed in the positions of this character regarding the deontological vs. authoritarian binomials, democratic attitudes vs. authoritarian attitudes, and community values vs. individual values. Even so, the character will be defined in his position as a defender of freedom (a constant concept and ruler of his actions), with a utilitarian morality, with authoritarian attitudes and that prioritizes individual values. Another of the elements in which his opinion also changes is the use of weapons; again, this change is observed in the

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1. Nazi organization specialized in the occult and the paranormal, which seeks a new type of energy source to raise the arms race to a new level.

second installment of his trilogy and it will be the position he takes until the end.

Finally, the central themes of the Captain America trilogy are justice, freedom and sacrifice. These concepts are what act as the common thread of the character throughout the trilogy and Saga, giving cohesion and meaning to the development and performances that Captain America has throughout the films.

In short, each character governs their actions based on the defense of security (Stark) or freedom (Rogers), although it is true, we remember again, that at the beginning of the trilogies their positions regarding the use of weapons and in the pairs they are more constant, throughout the films they have been changing depending on the two aforementioned values. Despite this, it can be said that Stark more frequently positions himself in favor of values closer to a conservative ideology; and Rogers is more frequently positioned around a liberal ideology. In the narrative of each character, ideas related to patriotism and the "duty" that they have towards their country are reinforced (González, 2022), but in very different ways. In the case of Stark, we are talking about a "true American" who served his country and who ensured the peace and protection of the United States, resorting to the use of security and identification of a threat as the main source of community creation (Bander, 2006; Hanson and O'Dwyer, 2019). Regarding Rogers, the idea that is reinforced is that of "serving your country"; once again, it is not only done implicitly, but it is also verbalized, presenting an evolution in its meaning. At first, reference was made to "serving your country", when the threats were geopolitical representations, while as the phases progressed, this idea evolved to "serve your planet", adjusting to the type of threat to which it was applied. superheroes faced. In this case,

elements such as empathy or the achievement of freedoms are prioritized as mechanisms for creating community (Hanson and O'Dwyer, 2019; Bader, 2006). For all this, it can be said that Rogers presents an ideology closer to a Democratic position and Stark an ideology more focused on a Republican position. In essence, both characters are defined by the defense of the group, together with the love for their homeland, to the point of sacrificing themselves for it (González, 2022).

UNITED STATES REPRESENTATION

Regarding the representation of the United States in the films, it can be observed that, at the beginning of the Saga, especially in the first phase, it presents a close relationship with both Rogers and Stark, as well as more relevance in the plots. As the phases progress, this changes to such an extent that in *Los Vengadores: End of the game* (2019), The Avengers not only supply the defense forces, but also various government functions.

The conflict that arises in the film, and in which the main role that the United States takes is that of the recipient of the threat issued by the villain or that of an active participant in the conflict, functions as a common thread in all the films. On the other hand, their positions are characterized by supporting the use of weapons as a tool in defense of security (main concern), a very utilitarian nature, favoring the good of the group, and authoritarian attitudes. Given this description, his representation makes use of the restriction of autonomy, punishments, dogmatic and inflexible attitudes, based on blind obedience, with the aim of maintaining harmony and social conservation, making use of all the tools at his disposal. scope and at any price, where national security is the main concern (Laswell, 1950; Gómez & Sánchez, 2000; Lindgren, 1984; Baurind, 1971; Díaz, 1974; Ovejero, 1988).

SECURITY	"We live in a world of threats that the Stark has no ability to foresee" (Favreau, 2010, 00:13:25).
UTILITARIAN	"To build a better world, sometimes you have to destroy the previous one" (Nagy,2015,00:44:30)
AUTHORITARIAN	"The priority is that I deliver the armor to the American people" (Favreau, 2010, 00:11:48) "(If they don't accept the Sokovia agreements[1]) Then they withdraw" (Ruso & Ruso, 2016, 00:24:26).
COMMUNITY	They favor the interests of the group over the individual in any situation.
RELATIONSHIP WITH I.R	He has a very bad relationship with both characters.
USE OF WEAPONS	Favorable Favorable "It was called the Avengers Initiative; the idea was to bring together a group of extraordinary people to see if they could become something more. See if they were able to work together when we needed them, fighting the battles that we can't. (Whedon,2012, 01:20:21)

Table 4: Positioning of the United States during the Infinity Saga.

Source: The own author

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1. Documents issued by the United Nations with the aim of restricting the decision-making of The Avengers, as a private organization in defense of security and as a legislative framework for the assumption of responsibilities for the acts committed in various of their missions.

Finally, also note that the government apparatus, in general, is closely related to the villain or is constituted as an organization that threatens the freedoms of Rogers and Stark. The portrait in both trilogies is that of an organism with various intrigues and internal power struggles; Due to this, the "Avengers Initiative" is consolidated as an independent and private organization that supplies the security forces, since they are not capable of coping with the situation. This can be seen, especially in "*Captain America: The Winter Soldier*" (2014), when they dismantle the main defense and intelligence agency, S.H.I.E.L.D. This is consistent with the trend towards privatization and the loss of public space, consolidating the private company as a guarantor of public safety (Alfonso, 2016).

CONCLUSIONS

As the authors included in the theoretical framework already pointed out, cultural products contribute to the formation of a political imaginary by providing individuals with the necessary tools to understand the context beyond their immediate reality (Romero, 2000), being the Saga of Infinite a contact with American political concerns and conceptions over more than a decade. Trying to respond to the objectives that drive this work, various issues can be concluded.

In short, the meetings between Iron Man and Captain America are configured as the representation of a moral debate, and a central issue within American society, such as the subjugation of civil liberties in favor of greater national security (Davis & Silver (2004); Lawell, (1950).

The private company, already in the Iron Man trilogy, the privatization of security is outlined as an alternative to state security, deriving from a progressive loss of public space. This idea will be developed as the phases go by, consolidating the private

company as the best of the alternatives, with a real effectiveness and with enough capacity to become a solid defense against future threats. The narrative that underlies this is a defense of privatization, to the point of taking over government functions, as can be seen in the latest installment The Avengers: *End of the Game* (2019), this trend is justified by the increase of fear and insecurity in the face of the extraplanetary threat (Alfonso (2016); Laswell (1950).

Regarding the use of weapons, the Infinity Saga set represents an arms race in a dystopian future, where the new weapons to fight are superheroes. The arms race is raised from various angles, from the search for new energy sources for weapons development to superior weapons innovation, in technological and human terms. Future wars arise for the confrontation between contenders that vastly exceed the capabilities of humans, which justifies the need for weapons and the decisions that are carried out by government agencies and security organizations. This approach coincides with what has already been mentioned, the increase in privatization due to insecurity and fear in the population, which legitimizes the use of force and restriction of civil liberties in favor of national security (Alfonso (2016); Laswell (1950). As a result of the legitimization of the use of force derived from fear, the presence in the Saga of private security forces (The Avengers) or public (S.H.I.E.L.D or the army), have a central development.

Finally, based on the conclusions presented, it can be said that the Infinity Saga is a deeply ideologized cultural product, in which the definition of American identity can be observed, as well as the fears and concerns of its society, which knew how continue to adapt to a changing society and be a reflection of it, through ideologized narratives with a strong political charge.

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