

## **Abstract**

The Walt Disney Company is nowadays one of the largest producers of movie entertainment in the world. Studios owned by Disney share around 40 % of overall Hollywood movie production every year. Because of that, a certain scepticism arises concerning whether Disney tries to standardise all of their production in order to gain income and wider audience. One of such productions is Marvel Entertainment, a company which focuses on creating superhero movies. Said scepticism formed into a term “Disneyfication of Marvel,” which is generally used by core fans of the original superhero genre. This thesis firstly focuses on exact definition of the term disneyfication as a creative approach using available definitions from academic literature. Based on that, it sets concrete components which can be labeled as “Classic Disney.” Afterwards, the focus shifts towards two samples of Marvel movies in which mentioned components could be found. First sample is a compilation of three Marvel movies from around early 2000s when the company was still independent. Second sample constitutes of three Marvel movies after the acquisition by Disney. Both are then compared to see if Marvel production could be undergoing disneyfication.