

## Representation

**Captain America/Steve Rogers** – Captain America is represented as a classic American hero. He represents patriotism, old-fashioned values and a bygone age.



One way we can see this is through the use of **costume**. Captain America is often seen in a red, white and blue suit which represent the colours of the American flag. His suit, helmet and shield all contain a star and there are striped elements across his waistband. Again, this mimics the 'Stars and Stripes' element of the American flag.

These elements portray him as a strong patriotic hero who is proud of his country and wants to do everything he can to protect it.

Captain America is also represented as someone who embodies old-fashioned values. This can be seen from the **mise-en-scene** of the gym in which he is working out. The gym is a traditional boxing gym, rather than a modern one, and this is emphasised by the use of **props** - the black and white pictures of boxers that surround him on the wall, the large punching bags that he uses and the worn gloves.



This helps to convey that his character prefers to be surrounded by elements of the past – the character himself is displaced from his natural time period of the 1940s. The **lighting** in this scene also helps communicate this as there are sepia tinted elements to it through the use of yellows and browns which lend the scene a nostalgic glow.

Again, the use of **costume** highlights that Captain America is a heroic character as he is dressed in a white t-shirt which connotes innocence and purity, qualities that we think of as wholly good and worthy of respect.

## Representation

**Loki** – Loki is represented as a villain, an evil murderous dictator intent on subjugating Earth to his rule.



Loki's **costume** is key to conveying some of his more evil characteristics. The three main colours in his costume are black, gold and green. The use of black has cultural associations with evil and death; the use of green connotes jealousy; the use of gold suggests the pursuit of wealth and power. A major part of Loki's costume is the golden helmet that he wears. This helmet has two large horns protruding from it and these instantly remind us of demonic creatures or the devil himself.

These elements combine to convey the idea that Loki is pursuing power and glory for himself at the expense of human life and freedom. His motivation will clash with the beliefs of the Western (particularly American) audience who believe in life and liberty.

Another element that suggests Loki's unpleasant character is the use of **hair and make-up**. Without his helmet on we can see that Loki's hair is dark and slicked back. This slicked back hair connotes that he is untrustworthy and a slippery character.

In the scene in Stuttgart in Germany, we see Loki walk down some stairs in a suit before maiming a man and transforming into his more fantastical costume. Even in this ordinary suit, the key colours of black, green and gold remain. The use of **mise-en-scene** is also important as he is shown in front of a stained glass window which depicts a religious scene. It could be said that Loki sees himself as a god on Earth.



Again in Germany we see Loki use his power over humanity by forcing people to kneel for him. At this point he is shot from a **low angle** making him look powerful and imposing. The **setting** is important here as in the background we can see a large institutional building. Given that this scene occurs in Germany, this makes Loki appear dictatorial as it reminds the audience of events like the Nuremberg rallies.