

University of Northern Colorado

Scholarship & Creative Works @ Digital UNC

2020 Undergraduate Presentations

Research Day 2020

4-2020

Sci-Fi Influence and Impact on Transformers: The Movie

Cayle Newton

Follow this and additional works at: https://digscholarship.unco.edu/ug_pres_2020

METHODOLOGY

I will be looking at *Transformers: The Movie* through using the *Transformers'* origins as a toy to impact the story and its use of cultural trends of the 1980s.

Notable Events of 1986:

- Chernobyl Meltdown
- Challenger Shuttle Explosion
- The launch of the Soviet Mir space station
- Mad Cow Disease
- The Iran-Contra Affair becomes public

Share similarities with *Star Wars*

- Design of Autobot Arcee (Below Right) and Princess Leia (Carrie Fisher, Below Left)
- The planet-eating Unicron and the Death Star
- Capitalizing on the success of the *Star Wars* franchise (explicit in the promotional trailer)



“Till All are One:” Science Fiction in *Transformer: The Movie* (1986)

Poster by Cayle Newton



The original poster

THE STORY AND TOYS

- Created from the Japanese toys *Dialclone*
- Characters created by Hasbro in collaboration with Marvel Comics
- The original cartoon aired in 1984
- Characters created to sell toys
- Many of the characters from the original toy line were killed off brutally

The Death of Optimus Prime: a notable and controversial part of the movie where Optimus Prime, the hero of the *Transformers* franchise, dies

- People looked up to Optimus as a hero and were devastated when he died

CONCLUSION

I think it's interesting to look at piece of science fiction that is generally overlooked and see if we can find anything particularly worthy of research. While *The Movie* is meant to advertise the *Transformers* toys, it does so in a way that is unique and hasn't been done since. The result is a movie beyond our wildest imagination.

Work Cited

- ▶ "The History Of Transformers: From Toy To Legacy." *Everything 80s Podcast*, 12 Jan. 2019, <https://www.everything80spodcast.com/transformers/>. Accessed 29 Feb. 2020.
- ▶ "Transformers." *The Toys That Made Us*, season 2, episode 2, The Nacelle Company, 25 May 2018. *Netflix*.
- ▶ *Transformers: The Movie*. Directed by Nelson Shin, performances by Judd Nelson, Robert Stack, Leonard Nimoy, Eric Idle, Lionel Stander, and Orson Welles, Sunbow Productions, 1986.
- ▶ "What Happened in 1986 Important News and Events, Key Technology and Popular Culture." *The People History*, <http://www.thepeoplehistory.com/1986.html>. Accessed 29 Feb. 2020.
- ▶ Fast, Karin, et al. "Transmedia World-Building: The Shadow (1931–present) and Transformers (1984–present)." *International Journal of Cultural Studies*, vol. 20, no. 6, 2017, pp. 636-652.
- ▶ Lambie, Ryan. "Transformers: The Movie and The Great Toy Massacre of 1986." *Den of Geek*, 8 Aug. 2019. <https://www.denofgeek.com/us/movies/transformers/256185/transformers-the-movie-and-the-great-toy-massacre-of-1986>. Accessed 28 Feb. 2020.
- ▶ Leon, Melissa. "How Star Wars Revolutionized the Toy Industry." *Daily Beast*, 6 Jan. 2018, <https://www.thedailybeast.com/how-star-wars-revolutionized-the-toy-industry?ref=scroll>. Accessed 1 Apr. 2020.
- ▶ Owczarski, Kimberly A. "'More than Meets the Eye': Transformers and the Complexities of Franchise Film Production in Contemporary Hollywood." *Quarterly Review of Film and Video*, vol. 32, no. 8, 2015, pp. 675-694.

Work Cited for Images

- ▶ “How the Death of Optimus Prime did not Affect Me at all (until it did).” *The Transformers Multiverse*, 13 Oct. 2016, <https://transformersmultiverse.wordpress.com/2016/10/13/how-the-death-of-optimus-prime-did-not-affect-me-at-all-until-it-did/>. Accessed 8 Apr. 2020.
- ▶ “Sorry, Michael Bay - Why 1986's Transformers: The Movie Is The Best” *Cinemablend*, 24 Jun. 2014, <https://www.cinemablend.com/new/Sorry-Michael-Bay-Why-1986-Transformers-Movie-Best-43582.html>. Accessed 8 Apr. 2020.
- ▶ *Transformers: The Movie*. Directed by Nelson Shin, performances by Judd Nelson, Robert Stack, Leonard Nimoy, Eric Idle, Lionel Stander, and Orson Welles, Sunbow Productions, 1986.
- ▶ “Transformers: The Movie.” *Movie Poster Shop*, <https://www.moviepostershop.com/transformers-the-movie-movie-poster-1986>. Accessed 8 Apr. 2020.
- ▶ “Warrior Princess Leia.” *Beverly Hills Film Festival*, <https://beverlyhillsfilmfestival.com/warrior-princess-leia/>. Accessed 8 Apr. 2020.