

## 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 *Diaclone*
- 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.

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