

Anti-Heroes of Desamericanization? - The bandes dessinées of the Franco-Belgian School as actors of the popular cultural Europeanization of comic culture in the long 1960s

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Comic is often used in research as a counter-narrative for an Americanization of European societies in the second half of the 20th century. The Franco-Belgian school appears as a symbol of a successful resistance against the American superheroes. This subproject "Anti-Heroes of Desamericanization?" pursues a dual goal perspective: on the one hand to portray the history of this triumphal procession of Franco-Belgian comics in a (Western) European context, but on the other hand to critically examine the hypothesis of a successful Europeanization, especially in the long 1960s.

The subproject explores the question of how formative societal metamorphoses of the long 1960s become visible in comics and the comic. Therefore, on the one hand, it is about working out changes within the genre both on a formal level of visual language or publication formats as well as on a substantive level of topics or target audiences. On the other hand, comics are embedded in a broader field of other media that shape and visualize such changes. The tension between Americanization and Europeanization serves as a common thread. Another key goal of the study is to question the classic narrative strands of comic historiography, since important analysis moments such as paratexts or edition systems have so far largely been disregarded. The aim will be to include such aspects more closely and to deliberately focus on transfers and interdependencies in order to overcome common narrative trapped in national narrative strands.