Three Generations Of Dennis The Menace
How Gok Wan created a new storyworld superpower

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University of the Arts London
- Longest running British children's comic
- Biggest selling British children's comic
- Published weekly since 1938
- Dennis The Menace since 1951
Wonder why my feet are so cold?

I'll tell you why—You've worn out the soles of your slippers, Spanking Dennis!
They needed a makeover after living with you, Dennis.

What do you think, Dennis? He’s taken years off us.

Dad? Mum? What happened to you?
...This boy!

That's me!

What happened to you?! You used to look awesome!

A vote for Dennis's dad is a vote for someone who hates your greenhouse!

Oops!

Smash!
BACK WHEN DAD WAS DENNIS'S AGE, ABOUT A HUNDRED YEARS AGO OR SOMETHING...

WHAT?!

GRANDAD

DAD

THE HORRIBLE PAINTING OF GRANDAD?

IT'S ACTUALLY A VERY GOOD PAINTING. THIS IS REALLY WHAT HIS FACE LOOKED LIKE!

WHAT DO YOU DO AT THE BEACH WHEN YOU WERE HIS AGE?

I REMEMBER PLAYING CRICKET. ONCE.

NICE CATCH, DAD!
Cover dates

05/05/1951
21/01/1961
15/08/1970
03/05/1980
21/09/1991
07/10/2000
23/01/2010
08/01/2020

THE DENNIS COLLECTION

BEANO

CELEBRATING 70 YEARS OF DENNIS
DATA AND DOCTOR DOOM
An Empirical Approach To Transmedia Characters
Mark Hibbett
## Perceived behaviour

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>-</td>
</tr>
<tr>
<td>1961</td>
<td>&quot;Dangerous“, &quot;Horrible&quot;</td>
</tr>
<tr>
<td>1970</td>
<td>&quot;Need strong nerves to cope with...&quot;</td>
</tr>
<tr>
<td>1980</td>
<td>&quot;Atrocious&quot;</td>
</tr>
<tr>
<td>1991</td>
<td>&quot;Horrid&quot;, complaints received</td>
</tr>
<tr>
<td>2000</td>
<td>&quot;Menace&quot;</td>
</tr>
<tr>
<td>2010</td>
<td>-</td>
</tr>
<tr>
<td>2020</td>
<td>&quot;World’s wildest boy&quot;</td>
</tr>
</tbody>
</table>
Personality traits

EXTRAVERSION
AGREEABLENESS
CONSCIENTIOUSNESS
NEUROTICISM
OPENNESS
Personality traits

- Extraversion
- Agreeableness
- Conscientiousness
- Neuroticism
- Openness

Graph showing trends from 1951/1961 to 2010/2020.
### Motivations

<table>
<thead>
<tr>
<th>Year</th>
<th>Motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>Cause harm to others, personal gain</td>
</tr>
<tr>
<td>1961</td>
<td>Escape from authority</td>
</tr>
<tr>
<td>1970</td>
<td>Help others</td>
</tr>
<tr>
<td>1980</td>
<td>Escape from authority, personal time</td>
</tr>
<tr>
<td>1991</td>
<td>Cause harm to others, escape from authority</td>
</tr>
<tr>
<td>2000</td>
<td>Personal gain, help others</td>
</tr>
<tr>
<td>2010</td>
<td>Personal gain, escape from authority, cause harm to others</td>
</tr>
<tr>
<td>2020</td>
<td>Adventure</td>
</tr>
</tbody>
</table>
Minnie 'The Minx' Makepeace: That makes Dennis my cousin! Urrgh!

Vicky Makepeace: I chose to become a menace... I married into the family!

Sandra Menace: Sandra's my sister!
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