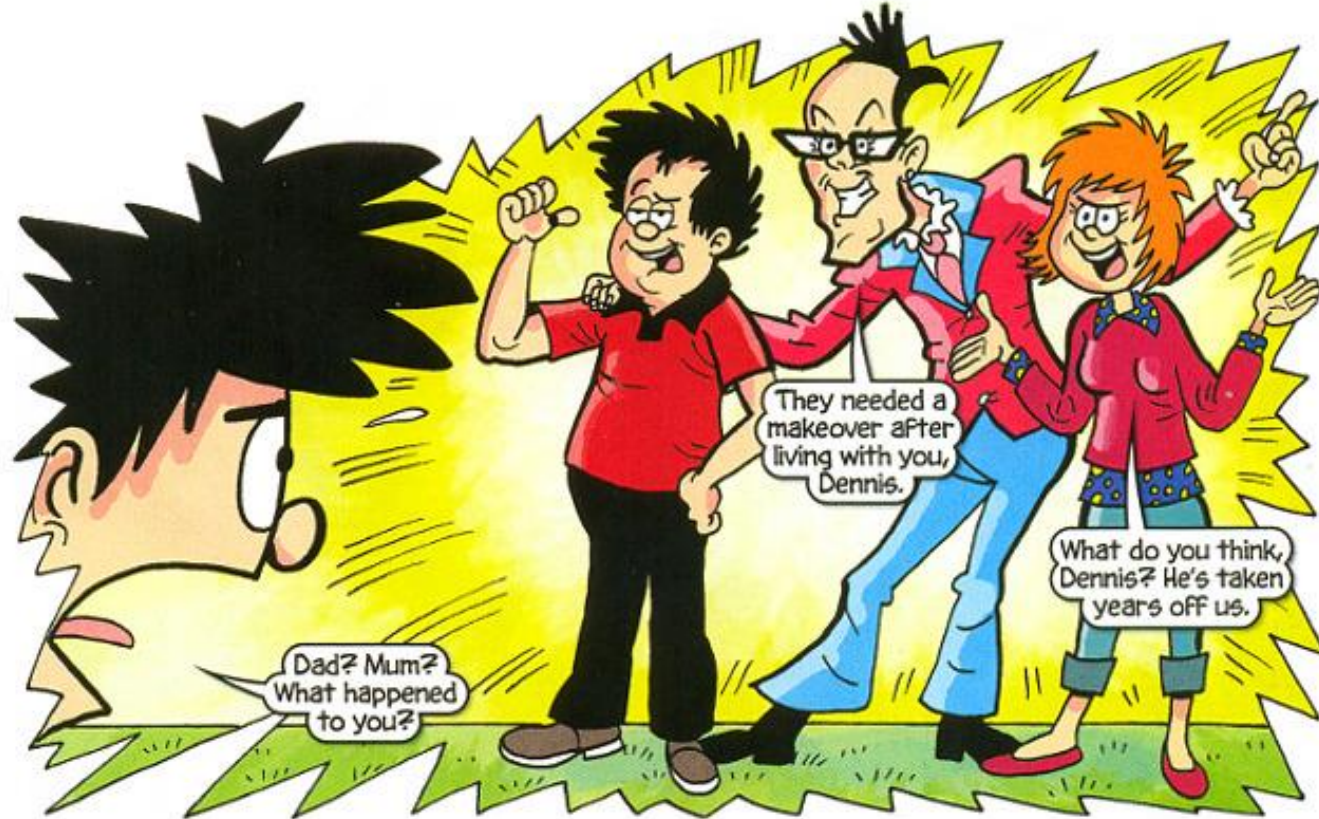


Three Generations Of Dennis The Menace

How Gok Wan created a new storyworld superpower



Mark Hibbett (m.hibbett@arts.ac.uk)

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



BLUES BREAKERS
JOHN MAYALL
WITH ERIC CLAPTON



leaf

Rees-Mogg's toff

WALTER
 Backbencher Jacob Rees-Mogg

REES-MOGG
 How Walter appears in the strip

GRIEVANCES Ways the comic says Rees-Mogg impersonates Walter

1. The character's hair parting and style
2. The character's distinctive round reading glasses
3. The character's choice of spotty ties and vintage apparel
4. The character's enjoyment of classical music (because he thinks it makes him seem clever)
5. The character's bullish behaviour with peers and stopping others from having fun
6. The character's insistence to remind others of his father's successful career
7. Snootiness

BY DAN BLOOM Political Reporter
TORY MP Jacob Rees-Mogg has been threatened with legal action by the Beano for "masquerading" as a cartoon toff.
 The famous children's comic sent a "cease and desist" letter to the Old Etonian, accusing him of impersonating Dennis the Menace's snooty nemesis Walter the Softy.
 It said: "It has been brought to our attention that you have been infringing the intellectual property rights of our cartoon characters and masquerading as Walter Brown."
 "There are numerous instances whereby you have adopted imagery and brand essences of the character to the benefit of enhancing your career and popularity."
 The light-hearted letter lists seven ways in which the right-wing MP, 48, has "distinctly copied" the character, including his "vintage apparel", his hair parting and his stopping others from having fun.
 Mr Rees-Mogg said: "Compared to me, Walter the Softy is a Rambo-like figure, whom I would not be bold enough to emulate."
 Walter made his first appearance in 1953 as Dennis' neighbour. The "Softy" nickname was later dropped with changing culture. He still features as Dennis' arch-enemy.
 dan.bloom@mirror.co.uk

THE **BEANO**

GET A GNASHER BADGE! SEE PAGE 9

No. 2219 JANUARY 26th, 1985

EVERY THURSDAY

14p
I.R. 23p
(inc. VAT)

DENNIS THE MENACE AND GNASHER



MORE ON BACK PAGE

Every Thursday ★ ★ ★ ★ THE BEANO JAN. 26th, 1985

DENNIS the MENACE AND GNASHER
CONTINUED FROM FRONT PAGE



Printed and Published in Great Britain by D. C. THOMSON & C.





1950s-1970s



1970s-1990s



2000s



TODAY







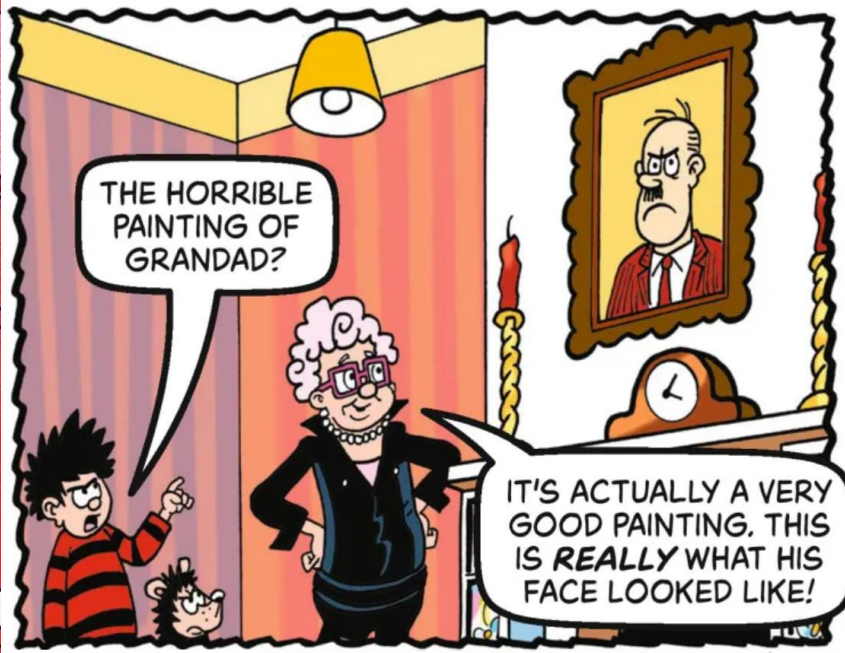
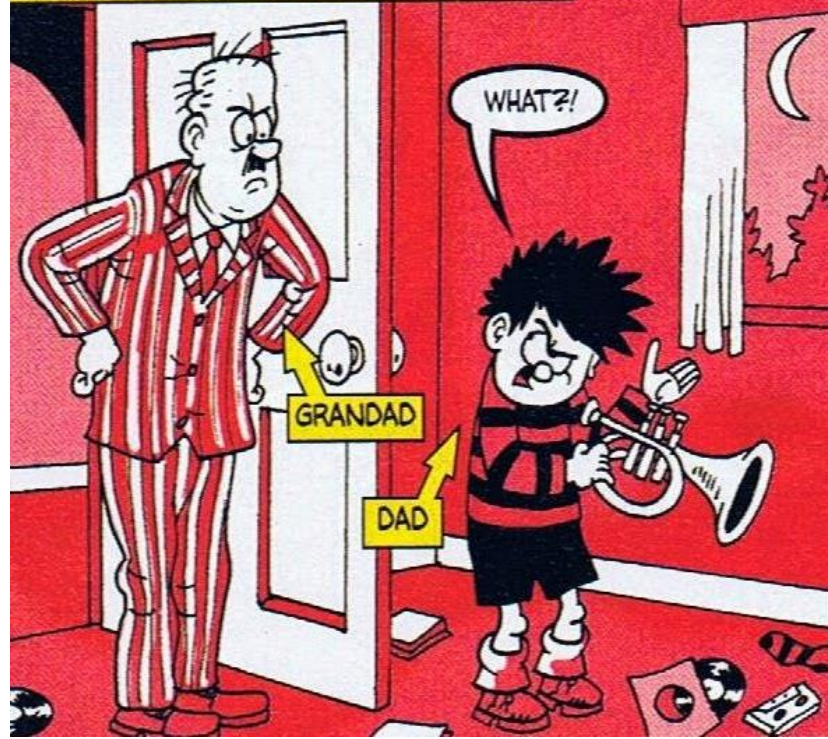
Dad? Mum?
What happened
to you?

They needed a
makeover after
living with you,
Dennis.

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



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



THE MENACE FAMILY TREE



Fun Rebel Friendship Courage & Mischief



Cover dates

05/05/1951

21/01/1961

15/08/1970

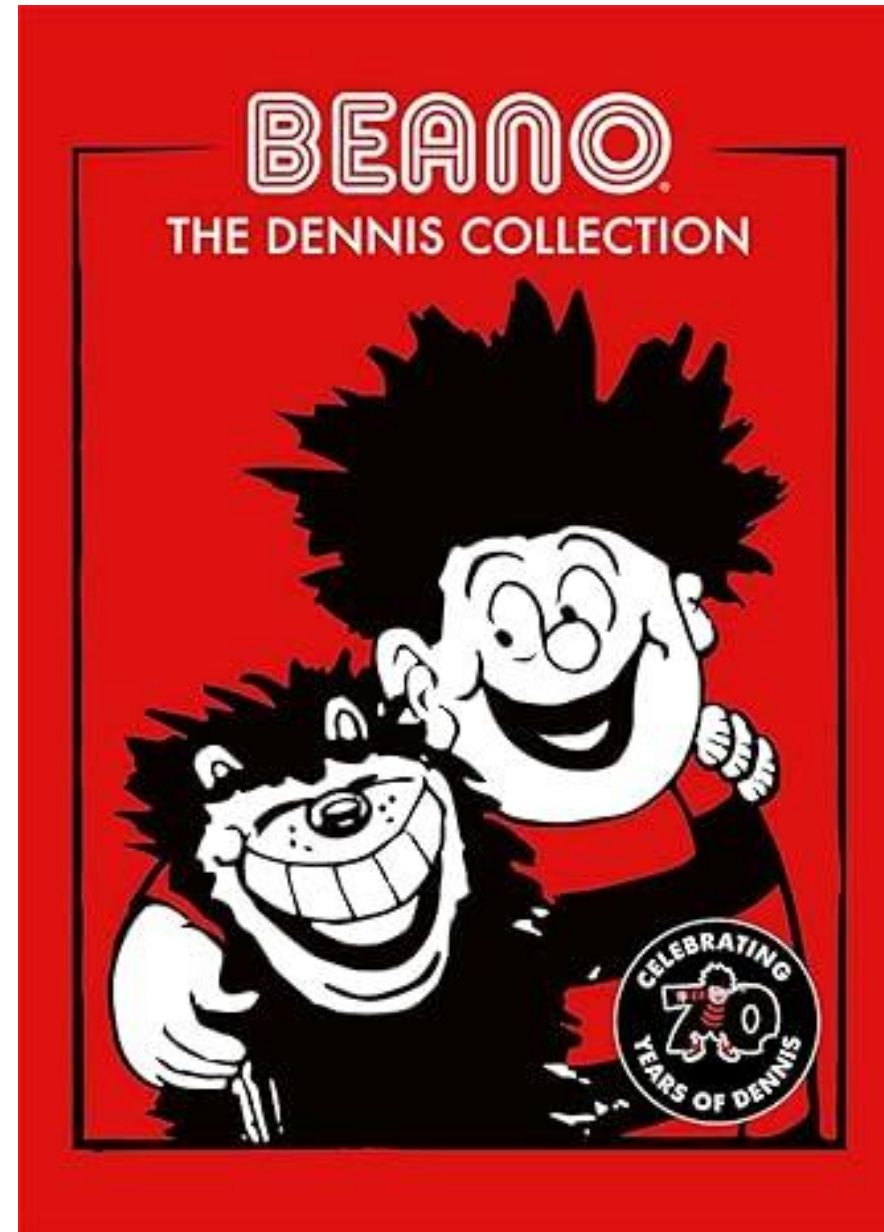
03/05/1980

21/09/1991

07/10/2000

23/01/2010

08/01/2020



Character

- Appearance
- Names And Titles
- Physical Actions
- Dialogue

Storyworld

- Locations
- Other Characters
- Objects
- Previous Events

Behaviour

- Perceived Behaviour
- Personality Traits
- Motivations

Authorship

- Market Authors
- Textual Authors



PALGRAVE STUDIES IN COMICS AND GRAPHIC NOVELS

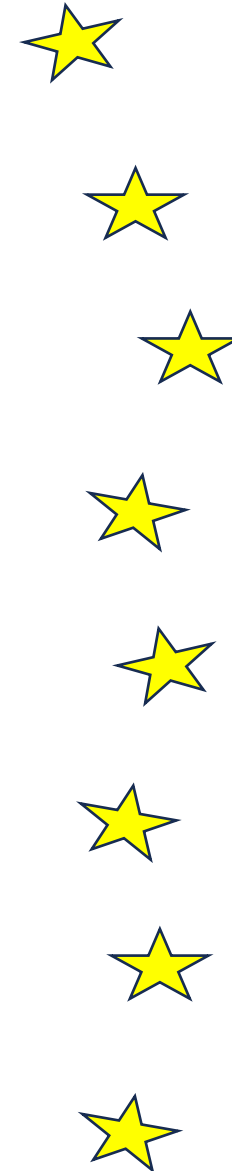
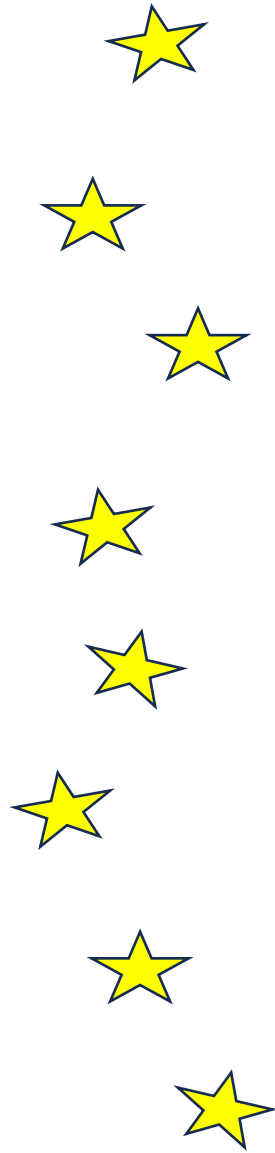


DATA AND DOCTOR DOOM

An Empirical Approach
To Transmedia Characters

Mark Hibbett

palgrave
macmillan



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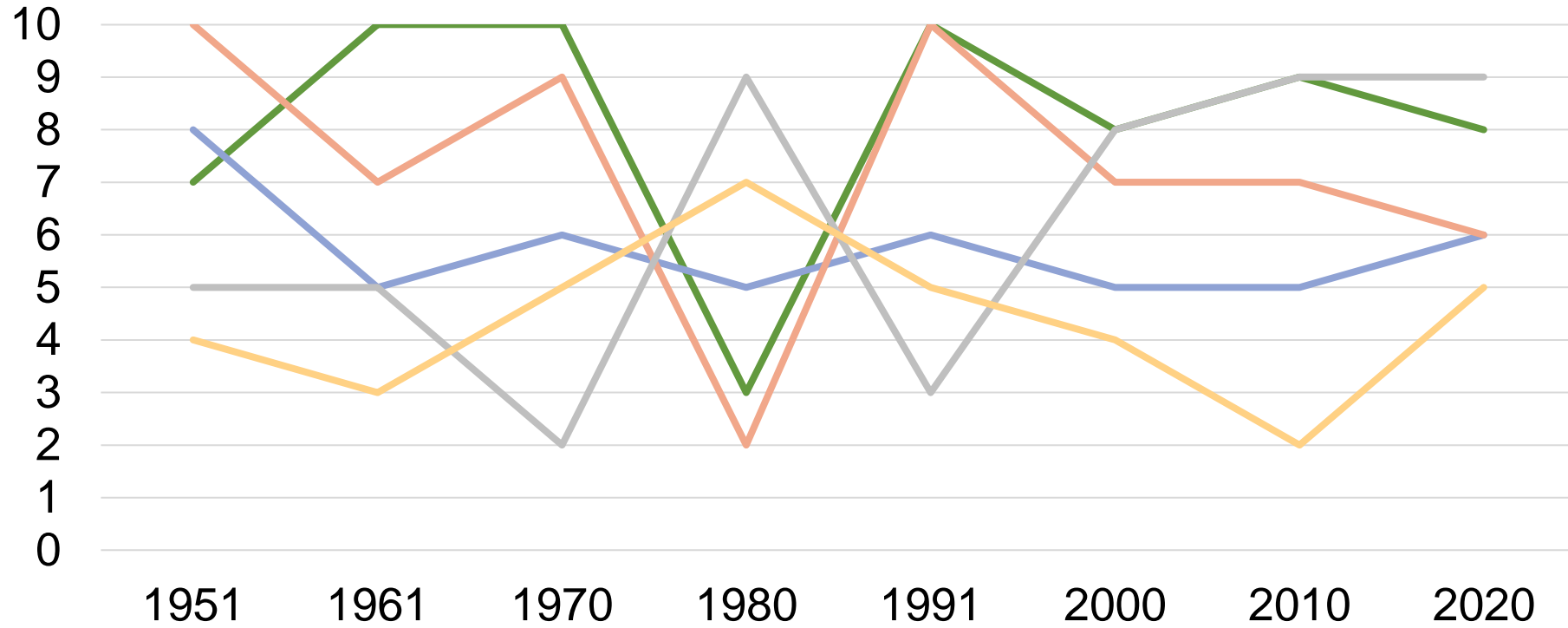
- Market Authors
- Textual Authors

Perceived behaviour

Year	Description
1951	-
1961	"Dangerous", "Horrible"
1970	"Need strong nerves to cope with..."
1980	"Atrocious"
1991	"Horrid", complaints received
2000	"Menace"
2010	-
2020	"World's wildest boy"

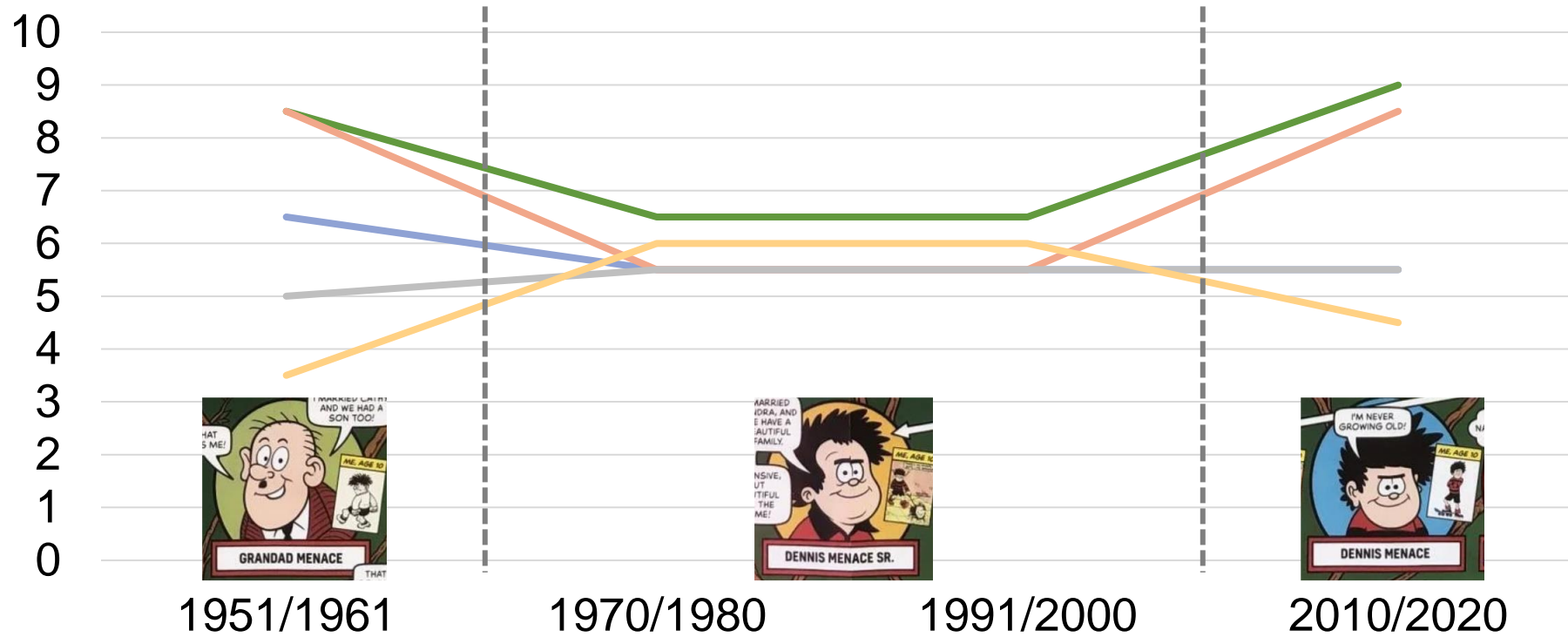


Personality traits



— EXTRAVERSION — AGREEABLENESS
— CONSCIENTIOUSNESS — NEUROTICISM
— OPENNESS

Personality traits

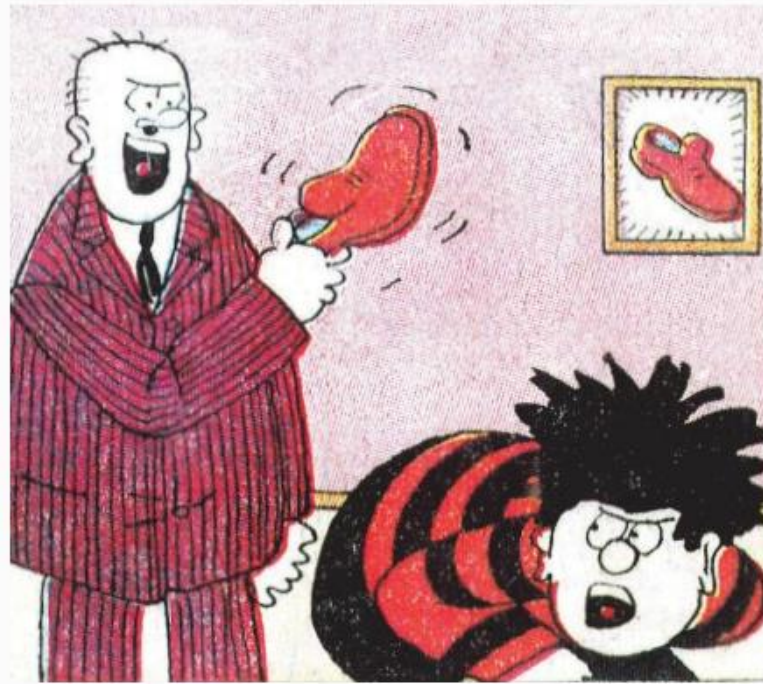


—EXTRAVERSION —AGREEABLENESS
—CONSCIENTIOUSNESS —NEUROTICISM
—OPENNESS

Motivations

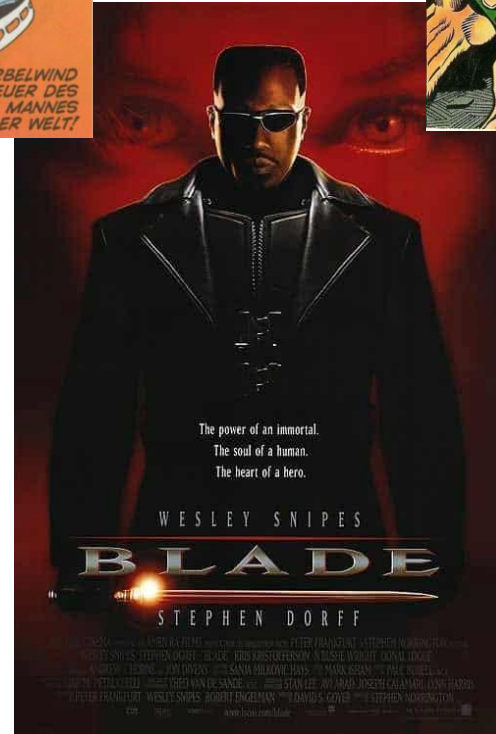
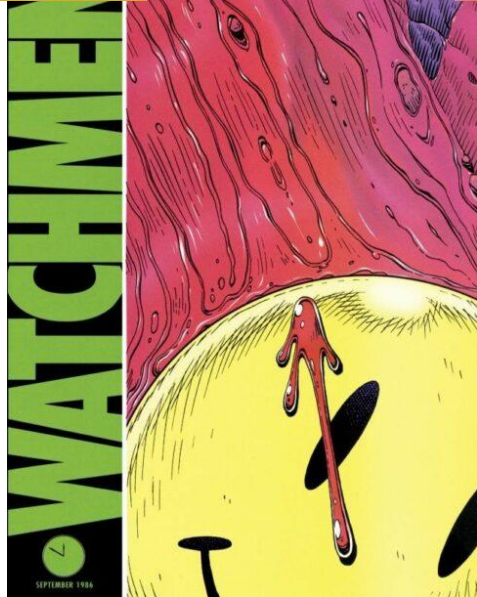
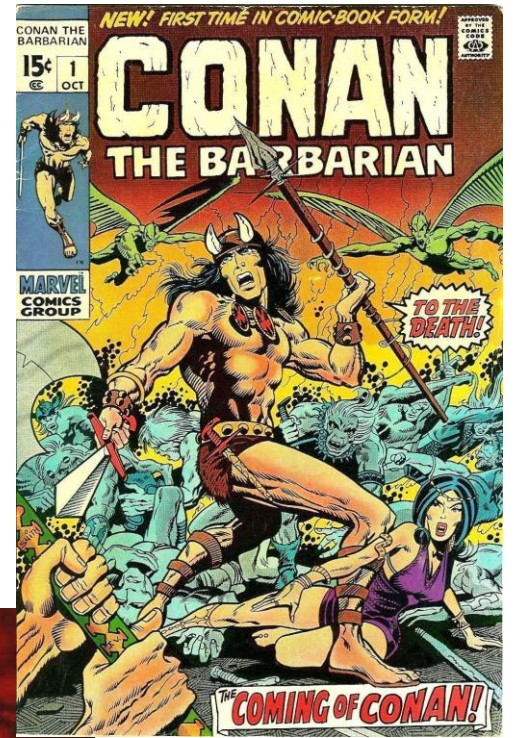
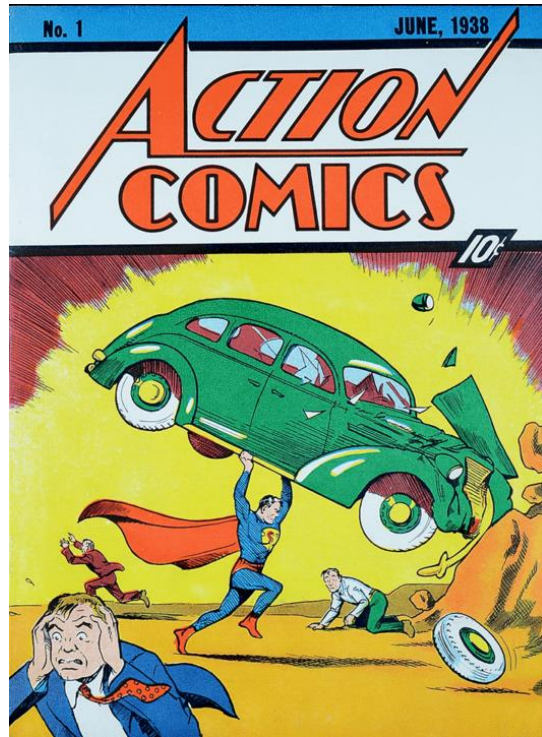
Year	Motivations
1951	Cause harm to others, personal gain
1961	Escape from authority
1970	Help others
1980	Escape from authority, personal time
1991	Cause harm to others, escape from authority
2000	Personal gain, help others
2010	Personal gain, escape from authority, cause harm to others
2020	Adventure









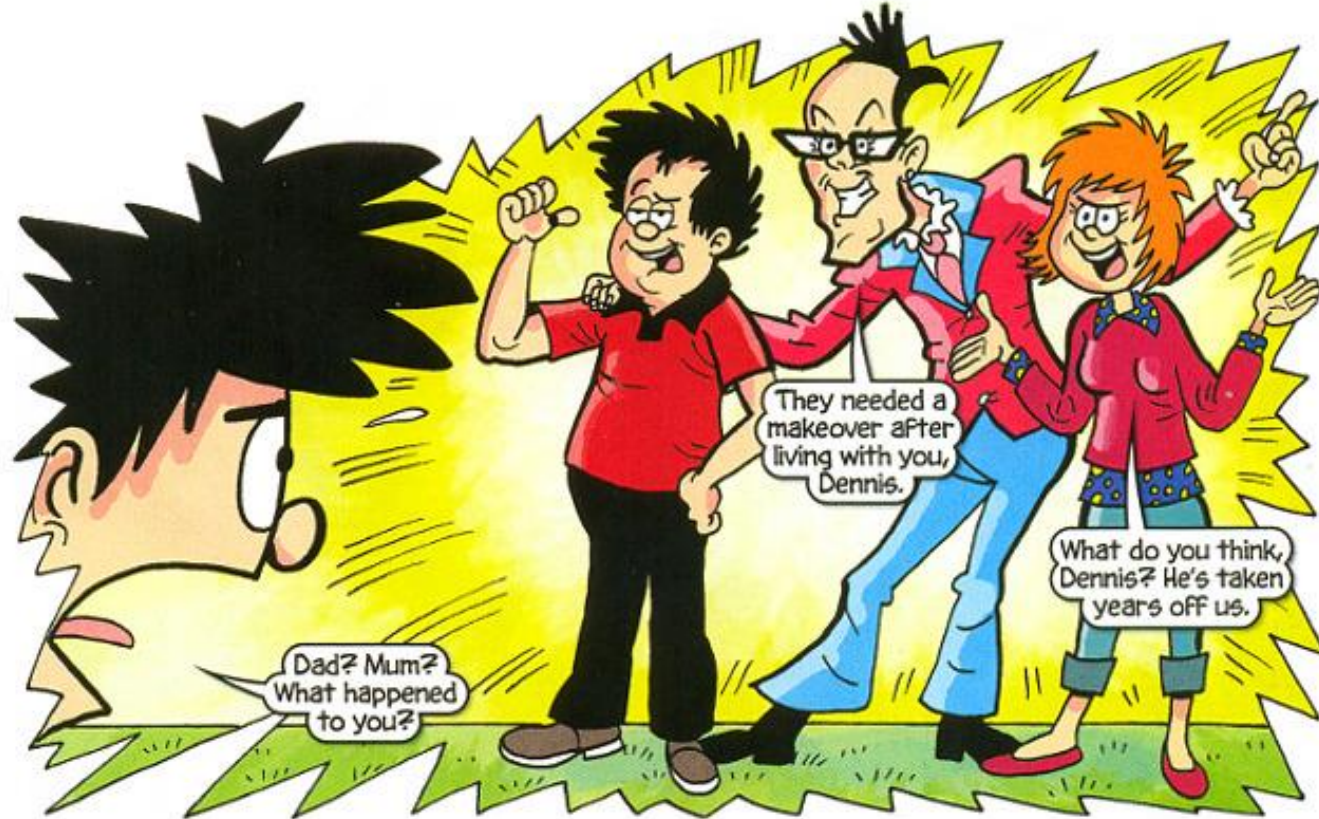






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