



# The World of Archie Comics Archive

Access to 100+ titles from Archie Comics, spanning the early 1940s to 2020

An unprecedented digital collection offering access to the runs of more than 100 publications from Archie Comics. This is one of the longest running, best-known comic stables, spanning the early 1940s to 2020. Alongside the flagship title, *Archie*, other prominent titles, which have pervaded wider popular culture, include *Sabrina: The Teenage Witch*, *Josie and the Pussycats*, *Betty & Veronica*, and *Jughead*.

The evolution of these publications, across more than eight decades, offers insight into changes in society and attitudes pertaining to, for example, issues of race, class, sexuality/gender, and politics. The archives are also key sources for research in many aspects of comics studies and popular culture history, including the development of the genre, comic art/narrative techniques, and the marketing of comics to particular demographic groups.



Archie Andrews will soon turn 100. So what is the continuing fascination readers have with he and his pals in Riverdale? Archie represents the quintessential American teenage life since its inception in the 1940s. The gang experience lives that are recognizable to many but which have changed over the decades, just as the nation has. Beyond the eternal triangle of Archie, Betty and Veronica, an African American girlfriend was introduced along with other characters of color. Then gay characters appeared. All of this demonstrates how closely the writers and artists listen to the world around them which makes digital Archie a critical source for scholarship in the humanities whether in literature, history or American Studies.

— James P. Danky, co-author  
 "Wisconsin Funnies: 50 Years of Comics"  
 Future of Print Project  
 School of Journalism & Mass Communication  
 University of Wisconsin-Madison



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## FEATURES

- Coverage spanning 1943 to 2020 – 8 decades of content\*
- Variety of publication types, from comic book series to graphic novels, annuals, and one-shot comics.
- Digital backfiles of more than 100 titles, including several major, long-running series, as well as rare, influential early superhero comics from the 1940s.
- At completion, this collection will contain approximately 500,000 pages.
- Page-image, color digitization maximizes the rich visual content of this material, while detailed article-level indexing enhances the searchability and navigability of this resource.
- Cross-searchable with ProQuest's Underground and Independent Comics, Comix, and Graphic Novels, where institutions have access to both resources.

\* Policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of this material, however, there will be some gaps (issues or pages).

## COMICS: A GROWING RESEARCH FIELD

Comics are an increasingly popular source type in research and teaching, not only within dedicated Comics Studies departments but in many other disciplines, including American Studies, Media/Communications, Women's and Gender Studies, History, Literature, Cultural Studies, and Sociology. Libraries rarely have good print backfile holdings of comics, however; the availability of primary sources for comics studies has not kept pace with the growth of this field. The World of Archie Comics Archive provides a large volume of this increasingly studied content type, for which there are few existing digital sources.

### Example Research Applications

Archie Comics titles have previously been used in a wide variety of research and teaching topics, including sex/gender roles, sexuality, youth culture, textual analysis, cold war culture, depictions of witchcraft/Wicca, and comics in literacy development.

The following are example titles of published research and dissertations examining Archie Comics publications:

- "Casting a Spell on Feminism: A Rhetorical Analysis of Sabrina Spellman and the Dialectic of Feminist Liberation and Patriarchal Control"
- "Rebellion in Riverdale," in *Comic Books and the Cold War: Essays on Graphic Treatment of Communism, the Code and Social Concerns*
- "Comic book culture and second language learners"
- "'Veronica and Betty are Going Steady!': Queer Spaces in Archie Comics"
- "'Now that it's just us girls': transmedial feminisms from Archie to Riverdale"
- "The Archie Code: A study in sexual stereotyping as reflective of a basic dilemma in American society"
- "The Acestor of Aces: Representations of Asexuality in Fiction"
- "'Archie's girls?' Betty, Veronica, and the rise of American youth culture, 1941-1950"
- "Beyond Betty, Veronica, Thelma, and Louise: An exploration of best friendship among heterosexual women"
- "The Motivating Power of Comic Books: Insights from Archie Comic Readers"
- "Modernism in Riverdale: Reading the Self-Evident Text Ambiguously"
- "'Leaving my girlhood behind': woke witches and feminist liminality in Chilling Adventures of Sabrina"

## RELATED PRODUCTS

Take research deeper with complementary resources from ProQuest, such as:

- [Underground and Independent Comics, Comix, and Graphic Novels, Volumes I, II](#)
- [Youth and Popular Culture Magazine Archive](#)

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