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How the Internet Saved Korra

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12-12-2015

Abstract

The Legend of Korra is a Nickelodeon series that was taken off-air and premiered completely online. The show was a sequel to an earlier series and presents several politicized issues to an intended audience of children, but draws in an older demographic thanks to previous success. When the show shifted to online premieres, the series was able to discuss deeper issues than before. The internet becomes a source of change for networks to create a space for their programs to talk about deeper issues without fear of network backlash.

Keywords: digital media, media consumption, nickelodeon, avatar the last airbender, the legend of korra, class, politics, environmentalism, lgbt representation