

Who Will Lead the Next Franchise Era?

Description

Who aspires to take the helm of the “Star Wars” franchise?

It’s a daunting task, to say the least. While the franchise is venerated as a cultural cornerstone, the president of Lucasfilm—steward of both “Star Wars” and “Indiana Jones”—holds one of the most esteemed positions within Hollywood. Yet, the role comes with considerable scrutiny and often harsh public judgment, as incumbents find themselves subject to social media mockery, satirical portrayals on programs like “South Park,” and criticisms that they are either excessively progressive or overly beholden to George Lucas’s original vision.

The incoming president will assume this responsibility during a turbulent period for one of cinema’s most cherished franchises. Despite its immense legacy, Lucasfilm has struggled to launch a new film in over six years—a substantial hiatus in today’s fast-paced entertainment landscape. The cinematic outings produced since Disney’s acquisition of Lucasfilm for \$4 billion have experienced diminishing returns, both financially and critically. Furthermore, recent spin-off series on Disney+, such as “The Acolyte,” have faced abrupt cancellations after just one season.

Nevertheless, following news of Kathleen Kennedy’s impending departure from Lucasfilm at the end of 2025, executives and creative leaders clamored to capture the attention of Disney CEO Bob Iger and Co-Chairman Alan Bergman. Securing such a role is invaluable; mastering the intricacies of the “Star Wars” legacy could yield a level of influence akin to that of Marvel’s Kevin Feige.

The ideal candidate will need to exhibit a unique skill set, particularly robust relationships with esteemed filmmakers. This is essential, given that under Kennedy, “Star Wars” has experienced a tumultuous journey, cycling through various notable directors—from the firing of Phil Lord and Christopher Miller during “Solo” to the abandonment of projects by Patty Jenkins and Benioff & Weiss. The incoming executive must assure prospective directors that they won’t find their visions discarded or drastically altered during production.

Moreover, the new leader will need to articulate an expansive vision for the nearly five-decade-old franchise, integrating both streaming and a steadier flow of feature films. The past seven years have seen a significant absence of theatrical releases, particularly following “Star Wars: The Rise of Skywalker” in 2019, leaving anticipation for the upcoming theatrical follow-up to “The Mandalorian” in 2026.

Even Disney’s own Marvel Cinematic Universe—historically the most lucrative franchise—has faced challenges in maintaining high-quality offerings across both film and streaming platforms. As franchises risk oversaturation, the need for a revitalized approach becomes ever more critical.



“Star Wars” remains a foundational story replete with potential, yet it stands at a crossroads, much like numerous other significant franchises throughout Hollywood. The new leadership at Lucasfilm will need to bravely embrace innovative creative directions, reminiscent of the risks that George Lucas initially took, despite widespread skepticism. History has shown us that transformative storytelling can emerge against the odds, and it is incumbent upon the next leader to navigate this legacy with both respect and ambition.

Tatiana Siegel contributed to this report.

Vocabulary List:

1. **Venerated** /'vɛn.ə.reɪ.tɪd/ (adjective): Regarded with great respect and reverence.
2. **Scrutiny** /'skruː.tɪ.ni/ (noun): Critical observation or examination.
3. **Acclaimed** /ə'kleɪmd/ (adjective): Publicly praised or celebrated.
4. **Turbulent** /'tɜː.bjʊ.lənt/ (adjective): Characterized by conflict disorder or confusion; not stable or calm.
5. **Oversaturation** /,oʊ.vər'sætʃ.ər.eɪ.tʃən/ (noun): The state of being excessively filled or flooded often with products or content.
6. **Innovative** /'ɪn.ə.veɪ.tɪv/ (adjective): Featuring new methods; advanced and original.

Comprehension Questions

Multiple Choice

1. Who is currently the president of Lucasfilm?
Option: Kathleen Kennedy
Option: Bob Iger
Option: Alan Bergman
Option: George Lucas
2. What significant challenge has Lucasfilm faced in launching new films recently?
Option: Diminished financial returns
Option: Creative disputes with directors
Option: Cancellations of spin-off series
Option: Lack of visionary leadership
3. What role does the incoming president need to have with esteemed filmmakers?
Option: Friendly competition



- Option: Harsh criticism
- Option: Robust relationships
- Option: Creative disagreements

4. What is considered essential for the new leader in dealing with prospective directors?

- Option: Restricting their creativity
- Option: Discarding their visions
- Option: Assuring no drastic alterations
- Option: Having complete control

5. Which franchise is mentioned as historically lucrative in comparison to "Star Wars"?

- Option: Star Trek
- Option: Harry Potter
- Option: Marvel Cinematic Universe
- Option: DC Extended Universe

6. What does the text suggest is needed for a revitalized approach to franchises?

- Option: Increased saturation
- Option: Conservative strategies
- Option: Innovative approaches
- Option: Repetitive content

True-False

- 7. The president of Lucasfilm holds one of the most esteemed positions within Hollywood.
- 8. Lucasfilm has successfully launched several new films in the past six years.
- 9. The new leader at Lucasfilm must navigate the legacy with respect but not ambition.
- 10. Franchises risk oversaturation due to lack of variety and innovation.
- 11. The Marvel Cinematic Universe has never faced challenges in maintaining high-quality offerings.
- 12. The new president of Lucasfilm will need to integrate only feature films, not streaming, into the franchise.



Gap-Fill

13. The president of Lucasfilm, Kathleen Kennedy, is set to depart at the end of _____.
14. The last theatrical release of "Star Wars" before "The Mandalorian" follow-up was in _____.
15. The ideal candidate to helm "Star Wars" would need to exhibit a unique skill set in building _____ with esteemed filmmakers.
16. The cinematic outings of Lucasfilm have faced diminishing returns financially and _____.
17. History has shown that transformative storytelling can emerge against the _____.
18. The new leadership at Lucasfilm will need to embrace innovative creative directions reminiscent of the risks taken by _____ at the franchise's beginning.

Answer

Multiple Choice: 1. Kathleen Kennedy 2. Diminished financial returns 3. Robust relationships 4. Assuring no drastic alterations 5. Marvel Cinematic Universe 6. Innovative approaches

True-False: 7. True 8. False 9. False 10. True 11. False 12. False

Gap-Fill: 13. 2025 14. 2019 15. relationships 16. critically 17. odds 18. George Lucas

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is the term used for the practice of obtaining something especially money through force or threats?



-
- Option: Blackmail
Option: Negotiation
Option: Compromise
Option: Donation
2. Which word refers to the origin or beginning of something?
- Option: Apex
Option: Cliffhanger
Option: Inception
Option: Aftermath
3. What does the word "venerated" mean?
- Option: Despised
Option: Revered
Option: Disrespected
Option: Dishonored
4. What term is used to describe the act of presenting a play concert or other form of entertainment?
- Option: Fortitude
Option: Demeanor
Option: Execution
Option: Eventuality
5. What is the term for enthusiastic praise or approval?
- Option: Censure
Option: Adulation
Option: Detraction
Option: Condemnation
6. Which word means the quality of being believable or trustworthy?
- Option: Dubiousness
Option: Incredulity
Option: Authenticity
Option: Validity
7. What are assertions made without proof?
- Option: Facts
Option: Claims
Option: Corroborations
Option: Verifications
8. Which term best describes introducing new ideas or methods?
- Option: Traditional
-



- Option: Routine
- Option: Conservative
- Option: Creative

9. What term is used for critical observation or examination?

- Option: Ignorance
- Option: Exploration
- Option: Inspection
- Option: Perception

10. What is the term for a person who publicly supports or recommends a particular cause or policy?

- Option: Opponent
- Option: Adversary
- Option: Proponent
- Option: Dissenter

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ intent is characterized by a desire to cause harm or suffering to someone.
12. A _____ is a secret plan by a group to do something unlawful or harmful.
13. _____ occurs when there is too much of something leading to a decline in value or effectiveness.
14. A process of _____ involves thinking again about a decision or position previously made.
15. An _____ performance is notably excellent or exceptional.
16. An _____ cast refers to a group of actors who perform together in a production.
17. The _____ waters made sailing difficult for the small boat.
18. The award ceremony will announce the _____ for various categories.
19. His _____ personality attracted people to him wherever he went.
20. The artist focused on the _____ aspects of the painting rather than its subject



matter.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The confession was obtained through force or threat.
22. The key decision made at the meeting determined the course of action for the project.
23. The exaggerated gestures and dramatic flair added to the overall performance.
24. His contributions to the field were recognized and praised by experts.
25. These teams are in strong competition for the championship title this season.
26. The evidence was deemed unacceptable and could not be used in court.
27. The originality and genuineness of the artifact were confirmed by experts.
28. The novel had a deep and meaningful impact on the readers.
29. The movie received high praise and recognition from critics.
30. The financial records were carefully examined for any irregularities.

Answer

Multiple Choice: 1. Blackmail 2. Inception 3. Revered 4. Execution 5. Adulation 6. Authenticity 7. Claims 8. Creative 9. Inspection 10. Proponent

Gap-Fill: 11. Malicious 12. Conspiracy 13. Oversaturation 14. Reconsideration 15. Outstanding 16. Ensemble 17. Turbulent 18. Nominations 19. Charismatic 20. Aesthetic

Matching sentence: 1. Coerced 2. Pivotal 3. Theatricality 4. Acknowledged 5. Contenders 6. Inadmissible 7. Authenticity 8. Profound 9. Acclaimed 10. Scrutiny

CATEGORY

1. Entertainment - LEVEL5

Date Created

2025/02/26

Author

aimeeyoung99