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In the last fifty years, of the rise of globalisation has caused tremendous changes to the world, environment and lives of the people who inhabit it to an unprecedented degree. Significant texts that arise from particular ways of thinking ~~certainly~~ in any period certainly possess an enduring relevance as they almost always guide us back to, or are related to our basic human values. Texts arising in the last fifty years during the birth of globalisation that explore <sup>and challenge</sup> this phenomenon and associated ways of thinking are certainly a great example of this as this phenomenon of globalisation has been criticised and questioned by a morass of critics, theorists and a string of literature under the rise of postmodernism. Such texts, which include Sofia Coppola's Lost In Translation, Paul Thuraux's

Mosquito Coast, Stephan Gaghan's  
Syriana and Imran Ahmad's  
Unimagined, certainly possess an  
enduring value as they arise  
from this particular ~~part~~ way of  
thinking, namely challenging and questioning  
our global world, and ~~a~~ link us  
back to our basic ~~human~~ human  
values, such as family, love and  
simplicity.

Such ideas are explored and  
presented in Sofia Coppola's Lost  
In Translation. The film is  
predominantly about the protagonist  
Charlotte, and also Bob's, quest  
for happiness and a questioning  
of the global world they find  
themselves in. Spurred on by  
globalisation and a rise in  
mass communication and migration,  
cultural blurring and mixing has  
become a phenomenon in the last  
fifty years that La ironically resulted

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in confusion, loneliness and alienation for some. Such themes are explored through the use of Charlotte and Bob's characters. The theme of culture shock is also explored through the use of a modern Japanese landscape. The numerous instances of Charlotte walking alone through the city of Tokyo, ~~etc~~ with a foremost example being Charlotte walking through a Japanese gaming arcade, a predominant symbol of ~~an~~ American pop culture, with close ups showing the bemused look of observation of Charlotte's face, demonstrates the hybridity and confusion of the modern world. The quasi-~~silhouette~~ silhouette shots of Charlotte sitting against ~~her~~ the window of her hotel room, with the sprawling city of Tokyo spreading as far as the eye can see, also demonstrates the power and seeming inescapability of the global world.

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The structural device of alternating scenes between Bob and Charlotte is also a key technique used by Coppola to compare and contrast their characters and present the ~~fact~~ fact that feelings of disconnectedness and loneliness brought around ironically by a more connected world, are feelings being experienced by many people today. The dysfunctional relationships both characters share with their spouses further reinforces this. The contrast between Bob and Charlotte's characters also highlights the fact that people separated by vastly different backgrounds and even generational gaps are now beginning to ask the same questions about the global world as they are put under similar types of pressure. All these techniques are used by Coppola to demonstrate the unhappiness and discontent of the two main protagonists, however both characters are finally able to

achieve happiness at the end of the film through the true human connection and understanding both protagonists feel for each other. Close ups of Charlotte crying demonstrate relief. Thus, this film possesses an enduring relevance as it challenges the ways of thinking associated with the era of globalisation and highlights the fact that human values such as understanding and human connection will ~~also~~ always make us feel the most whole.

Such ideas are also presented in Paul Theroux's The Mosquito Coast. Deep philosophical and intellectual questions are raised about the nature of the global world, and, reflecting a postmodern context, meta-narratives of globalisation such as 'progress' are challenged. Characterisation and dialogue are two main techniques

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used by Throux to challenge the global world and highlight the importance of human values. For example, Allie represents the person who hates the modern world and modern day America. Throughout the novel he attacks the "system that made men into slaves" and the rise of ~~the~~ global capitalist consumer culture eg. "That cop this morning was educated, yet all he wants is what they have on TV." This rise in materialism goes clearly against our basic human values such as simplicity and harmony and consequently places individuals, such as Allie, under enormous strain and makes the desire to flee the global world to the "tranquility of jungle sounds," very appealing. ~~Consequently~~ The use of ~~the~~ Charlie as a narrator is also another

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integral feature of the novel. Charlie represents reasoning, and through the portrayal of his once admired father's demise, Theroux ultimately takes the stance that total isolation from people and escape from the global world is now foolish and impossible, however the global world clearly needs to change. The fact that even in the deepest depths of the central American jungle, "a can of diet Pepsi is seen floating upright," in a river reinforces this. This reflects the thinking of ~~Theo~~ theorists such as Lyotard, who recognises the difficulty of establishing meaningful, happy relations with the global. However he posits that "no self is an island" and that the global world must be engaged. Therefore, Theroux's novel clearly arises ~~th~~ from a way of thinking concerned with challenging globalisation,

but through his ~~po~~ portrayal of values such as human connection and simplicity, which Allie tries to reject and hence ends in a grim demise, ensures that the Mosquito Coast is a text of enduring relevance.

Another text of enduring relevance is ~~Instra Alga~~ Stephen ~~Goff~~ Gaghan's Syriana. The film challenges global ways of thinking such as 'progress' and the drive for profit and wealth and possesses an enduring ~~value for~~ relevance for its presentation of the values of compassion and simplicity. The film tells ~~the~~ the most interesting ~~of~~ story of four protagonists from dissimilar backgrounds to highlight the interconnectedness of the global world and describes corruption ~~and~~ and power related to the global oil industry and the

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world's economic superpowers. The most striking story is that of Wasim ~~K~~ Kahn, a Pakistani worker who is fired out of employment after a US oil company promptly fires its immigrant workers and merges with another firm in search of profit. Dialogue eg. "I'd like to accept this award on behalf of Connex employees, our people," ironically conveys how individuals and communities are often exploited by transnational companies in this era of globalisation in an ~~step~~ attempt to "deliver the highest quality products to the consumer at the lowest possible prices." The film also shows the devastating effect the global world can have on local communities through the devastating effect the oil company's presence has on Wasim's

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local community. A long shot of Wasim playing cricket, with the looming presence of an oil crude storage tank in the background demonstrates this. The drive for wealth at the expense of other people which is a feature of the modern global world is also presented in the film ~~the~~ through the use of techniques such as characterisation. For example, the character of Dean Whiting represents the interests of big business and is proud of the fact that "Americans are ~~at~~ always looking to drill holes in other countries." The film culminates with an effective ending to highlight the importance of compassion to the audience and hence make the film a text of enduring relevance. Wasim sacrifices his life as a suicide bomber out of desperation and costume is further used to create

a powerful effect. Wain is seen wearing Penna footwear in the moments before his death to demonstrate the extent to which the greed of wealthy companies controlled his life. This strikes a strong note with the viewer.

Another text that possesses enduring relevance through its challenging of globalisation ~~and~~ includes Imrad's Ahmad's memoirs entitled Unimagined. ~~The~~ <sup>This</sup> memoirs describe the story of his family immigrating from Pakistan and growing up in modern ~~to~~ London. Through techniques such as anecdotal recounts, Ahmad establishes how inequality perpetuated by globalisation ~~has~~ dramatically makes the lives of many people miserable. An example includes ~~his~~ his describing of his losing a "Bowie Baby" contest to the daughters

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of the organisation which he describes as "blatant nepotism." This idea is reinforced by his asserting that such "corruption and injustice" is a regular feature of "third-world... republics" and reflects the thinking of theorists such as Fernand Braudel who posit that globalisation is "not wiping out inequalities between nations" but rather ensures that the ~~planet's~~ planet's problems are "persistent and enduring." Ahmad concludes with an effective ending to highlight the importance of human values, such as equality and ~~of~~ harmony, and speak out against global values such as materialism and consumption, by his purchasing of a "dream car... a Jaguar XJS" which makes the smile on his face "as wide as the grand canyon." However,

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