

AVATAR

Reviewed by George Simons at diversophy.com 12 march 2010

Despite the Oscar mentions in Hollywood, I did not find *Avatar* a great film or even a pretty good film, despite the buckos expended on special effects-- visually it wasn't a lot different from what one sees on *Second Life*

On the other hand, it wasn't the technology that threw me off. It was the reiteration of the endless US Western novel/movie theme. Mining company (rustlers, aliens, etc.), i.e., bad guys move into town. A good guy (the US common man, rising from the ranks) appears on the scene, sees the problem better than anybody else, puts on a white hat, and teaches the naive villagers how to kick backsides. We are confirmed in our identity by the hero.

It is the same old box office story of *Independence Day*, a future harkening back to such US classics with actors such as cowboy John Wayne and cop Eddie Murphy. "It is déjà vu all over again," as Yogi Berra would say, When will we stop reinforcing and passing on the cultural message that USians are the heroes of the world's story and everybody has to be and act like us? Yes, the hero goes native at the end of this film rather than riding off into the sunset; bless his little cojones or whatever avatars have...

Examine the feelings that are pandered to by the film. Justice is served by the renegade because government and commerce are unable, unwilling or corrupt. Self-righteousness is reaffirmed by ones identity with the underdog heroes. Feel good movies make money of course, as this one did.