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# Who needs a Story?

*The trend of brain-drain in the film industry at a global level*



Since long, there seems to have been a terrible shortage of creativity across various film industries all over the world. This can possibly be blamed on the lack of necessity of absolutely new ideas for making the films. There was a time when the originality and uniqueness of the concept, which the movie-plot is based upon was the main selling point for the movie-makers. However, today the movies are hardly any medium of knowledge, information and learning. It's all about big production banners, super stars and huge profit margins.

Here is why films are not classics anymore...

## **The Sequel Funda**

The commercialization of films has attained a completely different dimension by now. Earlier, only the movies, whose core idea and content were too detailed and lengthy to be covered within the time-frame of one feature presentation, were made in several sequels. But today, sequels are easy money-making-machines for the production houses with minimal research and investments involved and all the elements in the previous versions of movies are conveniently utilised over and over again. The sequel-fever has gone to such a level that the producers even manage to make Piranha 3DD! The situation is almost that of forceful continuation and repetition of a theme that is a hit amongst the audiences. One more recent example of which, is the fifth version of a mutation based sci-fi '*Resident Evil: Retribution*'. This ultimately leads to concept-dilution and severe reduction in the level of impact, a movie can make. Moreover, the convenient sequel-funda is casually justified under the tag of public-demand!

## **The Inspiration Mania**

This is another age-old trick tried, tested and applied all over; as an excuse to avoid the 'Copy-tag'. What was once considered a shame; is now glamorously used as a marketing tool for the marketing and promotions under the name of inspiration. Considering inspiration as a default requisite of quality-output; the biggest of the production houses are investing huge amounts such inspired movies and serving the same pizza in different boxes year after year. This trend has not only flooded the movie archives with similar plot and different titles, but also created a feeling of creative vacuum across the film-world. Ranging from Japanese, Korean, Italian, Spanish, British, Dutch to Iranian cinema; all kinds of content are used world-wide for getting inspired!

## **The Classic Remake Formula**

When the level of inspiration exceeds the palatable-limit of the audiences; it is eventually declared a remake. The best part of remaking is that the producers hardly need to make any efforts of innovation in the movie and still make it a commercial hit. This mainly works out really well with awesome Star-cast. Surprisingly, no one seems to even notice the incredible idiocy in making an already made movie all over again. No wonder, a gorilla called 'King Kong' of 1933 could still be re-made in 2005. This makes it apparent that the passion of 'improvising' is far more rampant than desire for innovation in cinema!

## **The One time Game**

Now it hardly happens that we watch a movie because it is recommended by someone. Neither the audience reviews are true enough, nor are the movies worth recommending. After not leaving any scope for making a movie terrible, the film-makers would still anyhow want to make the most out of it! To do so, they go to any extent in marketing the movie, using all the possible media and publicity methods possible. And that is how even the biggest stars come down to almost any cheap daily soap so that maximum numbers of people watch the movie on the first day itself. This indeed shows the level of insecurity in the producers about the success of their (absolutely original and unconventional) film. However, high of ticket-fares and over-crowding the show-timings of multiplexes still manage to equalise. No wonder we find tremendous drop in the revenue collection of movies between the first two weeks itself!