

Film, Globalization, Resistance: Emirati Film Production as a Medium of Localization

Authors : Chrysavgi Papagianni

Abstract : The tension between global and local has been a usual topic in discussions regarding globalization. Instead of reproducing the usual 'gloom and doom' arguments surrounding many of these discussions, the present paper will focus on Emirati film production and more particularly on the work of the acclaimed director Nojoom Alghanem, in order to highlight how local culture can, in fact, become a force of resistance, or else a medium of localization. As a matter of fact, Alghanem's films, especially Sounds of the Sea, Hamama and Nearby Sky are apt examples of a localizing force in action as they tap into the audience's dormant memories of the pre-oil past, in a country that has been swept by unprecedented development and globalization in the last 60 years. What becomes evident is that the remediation of memories in Alghanem's films makes them more 'mobile' and thus allows them to circulate better in today's network society.

Keywords : culture, film, globalization, identity

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020