

2-K PAWN & GUN

P.O. Box 716 (940) 627-7800
1605 Bus. 380 W. Decatur, TX 76234

We Loan Cash on Quality Merchandise

H. FRANK THORNTON

Certified Public Accountant

2000 S. College
P.O. Box 690
Decatur, Texas 76234

(940) 627-1023
FAX (940) 627-1989
hfthornton@hfrankthorntoncpa.com



- Commercial
- Residential
- Auto

ALL PRO
Window Tinting
901 W. Walnut
Decatur, Texas 76234
(940) 627-5555

Specializing in Dealer Service



TEXAS CUSTOM TRAILERS

940-627-2100 Office
940-393-9091 Cell
940-627-2103 Fax

wade@txcustomtrailers.com

2740 N. Hwy. 287
Decatur, TX 76234



dcc

Decatur Conference Center



Plan your next party with us...
Anniversary * Birthday * Reunion

*We offer an on-site event planner, full time culinary staff,
on and off-site catering, and
experienced professional service*

**Go to www.decaturchinferencecenter.org
or call 940/393-0280**



THE QUIET BIRD

HAPPENING

Recent film trend dominates pop culture

Page by: Nate Carr

Original Artwork by: Eden Jones

An epidemic struck. No one cares about dropping their kids off at school, preparing a presentation for an important meeting or something as menial as paying the cable bill. Fear plagues survivors. Countless friends and members of their family slipped through their firm, protective grasp. At least until they discover the weakness, the flaw within themselves they need to overcome or the characteristic of their enemy they eventually learn to exploit. Does this plot summary sound similar, perhaps a little vague, but fitting of several titles?

In 2008, M. Night Shyamalan debuted his B-rated movie, “The Happening,” where plants strike back against humanity after enduring the pain caused by the burning of fossil fuels. Ten years later, John Krasinski aired his anticipated, smash-hit film, “A Quiet Place,” telling the story of a post-apocalyptic world overtaken by horrifically powerful, noise-sensitive monsters. Later in that same year, another movie took over the mainstream media cycle. Netflix released their movie, “Bird Box,” where, similar to “A Quiet Place,” shows a world taken over by monsters that even if seen for a fraction of a second, results in the victim going to extreme lengths in order to kill themselves. Hmmm, that sounds familiar too.

“The Happening,” while following a different premise of plants retaliating against humanity, for the impact the burning of fossil fuels at such a rapid rate, includes the concept that seeing/smelling something leads

the victim to wanting to kill themselves. A prevalent concept evident in both properties. Critics look upon “The Happening” as a joke, an awkward amalgamation of an underdeveloped premise, with confused directing. People need to identify its place as a formative piece of entertainment, with a developing cult-following, that set this trend for this unique, yet popular genre of film.

Why address these parallels between these three pieces of cinema? Cash cows: ideas that film makers exploit for profit. Film makers and companies see the ideas trending, and begin capitalizing on them. Following the cash cows: the same reason Disney releases Star Wars anthology movies, and why superhero movies sell well and gain attention from media. Making movies, at the end of the day, is a business. Granted, the people in the industry care about what they create, spending hundreds of hours working on these films, and sometimes, questioning societal norms, but their end goal remains the same. They want butts in seats, and movies rented and bought.

Consumers need to stay aware of the trends that overtake the big screen, and not fall victim to commercialism. When something earns a lot of money and receives a lot of attention from the public, companies think they need to produce five more movies of a similar fashion to capitalize on it.

Companies need to push boundaries, instead of riding the coattails of popular, unique ideas.