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*Blood Diamond* is about a civil war on diamonds in Sierra Leone. I presume the intended audience of this movie includes wealthy people, “Hollywoodians,” diamond-lovers and wearers—including women and famous athletes—and diamond merchants. Members of the United Nations should also be a big part of the audience, because they have the power to stop the corruption in Africa. The purpose of filming this movie was to show the world what was happening in Sierra Leone. It was probably a way to allow people to understand the crisis in 1999, which should in turn ultimately deter them from wanting to buy diamonds.

I do not think the movie is tampering down the issues to reach its audience. It was a very complicated matter which could not be simplified. The movie is still able to convey its message loud and clear. For example, an enormous amount of people in a refugee camp were filmed. That was never made up. Moreover, at the beginning of the movie, a speaker at a conference in Belgium states “throughout the history of Africa, whenever a substance of value is found the locals die in great number and in misery.” These natural and valuable resources include ivory, rubber, oil and now diamonds. The people within or outside that country exploit the resource and the people to their benefit, resulting in corruption and civil war. One cannot deny history. These problems and events all took place because of greed.

I would say this movie covered a *well-known* world event, but did it really? True, the event was definitely nonfictional, but many people—especially Americans—were never aware of it. The American media does not report these kinds of stories to the public. They do not broadcast world news as much as other countries, such as England. Americans are so oblivious to what is happening in the world. This is revealed when the photojournalist in the film made a comment while walking towards a refugee camp in Guinea: “you might catch a minute of this on CNN somewhere between sports and weather.” The movie’s descriptions of issues and events are much different from the mainstream U.S. perspective. Compared to BBC, American news media would never reveal the full story. It is very troubling that a country, such as America can find more importance in reporting their weather as opposed to a serious message, such as the one shown in this film. Because of this, I was not aware of this situation. The only source of information I had before watching the film was the documentary, *Invisible Children*, about child warfare in Uganda. I doubt many Americans knew about these problems in Africa.

There are several clichés used in the movie. The prime example of one was its actual title, “Blood Diamond,” which was also mentioned throughout the film. It comes down to the fact that villagers are killed while young boys are taken away and recruited into the rebel forces. The army puts fear into these children and wants to control the government and mining. This cliché helps one’s understanding of the portrayed issues and events, because one can now realize Africa’s tough situation. As mentioned before, the message that opened the movie was really a definition of “blood diamond.” Another example of a cliché in the film was a slogan, “T.I.A.” This common saying in Africa stands for “This is Africa,” meaning anything goes on the continent. Africa is very unique and anything can happen. This particular cliché is hindering the understanding of the portrayed problems and events, because everyone is accepting that Africa is Africa, thus not wanting to improve matters. As a result, there is no growth.

The movie’s overall impact and artistic qualities are fantastic. Leonardo DiCaprio played the part extremely well, putting on a very believable South African accent. When he explained to the journalist how the diamonds are smuggled out of the country and stored in vaults, it was intended to raise awareness for everyone. He mentioned that a diamond’s price is determined by manipulating supply and demand: trying to keep the supply low, but the price high. Whenever there is a low supply the price rises. This sent a very strong message that smuggling does not do a nation any good.

America has had a miscommunication issue with Africa for decades. Most of the money that America has given to Africa has gone into the wrong hands and has not improved Africa at all. Instead of giving out money, they should be supplying education to the people. The more America gives money to them, the more they are creating a socialistic Africa, because that money often goes to the leaders who use it for the wrong reasons.

In the end, the fisherman found his son and the rare pink diamond he buried. He met with a Van De Kaap representative in London to exchange it for £2 million and his family. He also spoke at a conference in South Africa, getting the message out about blood (conflict/illegal) diamonds. Meanwhile the main actor died from a bullet wound in Africa.