# Notes on Movies

## Up in the air 07/04/2018

So what would be a compelling reason for a women to leave her husband? What are women expecting from relationships?

Young women has that fancy imagery of a perfect guy who does not exist.

## Legally Blonde 08/04/2018

She does everything to find her true love to realise her self-worth and she can do much better.

She has faith in herself, she trusts her intuition, whatever happens the sky is not going to fall down, even when she finds the love of her life is engaged she does not give up she fights to win him back, she goes to pedicure …she is not naïve she is intelligent…she can’t be fooled…

## The Intern 09/04/2018

So how will her office look like….what will be her co-workers be like…don’t need to form the sense of self-worth based on your work…try to relate to yourself from an internal id…

## Devil Wears Prada 10/04/2018

Not lot of insights…but by reading the review kind of understood what feminists don’t like…

# Notes on Love, Sex, Relationships

So she breaks with Sameer because 1. He cheats 2. He is not ready for commitment 3. He wants to take it casual. 3. Mutual break up as it not working out. 4 he wants to get married and she wants to focus on her career or may be do an mba etc…

Why she gets divorced? They don’t have time for each other…1. May be he dies in an accident…

2. She is very intelligent…

### From 11 minutes

She also noticed that, as had happened with the first boy, **she associated love more with the person’s absence than with the presence.**

# Notes on Corporate life

People get fired after working for a company for years, it’s meaningless.

1. Tech girl with an mba so she is handling tech team or something like that.

# Ideas about Leela

She doesn’t have to be highly attractive but body image is not what she is struggling with…

So Leela has a degree in psychology from Fergusson College and degree in game design for a uk university.

## Sameer

So Myra is going to probably split-up with Altaaf because he is not that perfect guy. Or a perfect husband.

### Questions

So why would she leave him? Even if he is the perfect one and she is in perfect love with him why would she leave him?

## Arjun

# Notes on Philosophy

## Solipsism

This is the philosophical point of view that only ones own mind is real, that’s the only reality,

But this is NOT myra’s condition, she is not solipsist, she duly acknowledges the reality…

## Existentialism

## Existential Crisis

Feeling extremely small and insignificant, vulnerable.

## Nihilism

Nihilism is presented in the form of existential nihilism, which argues that life is without objective meaning, purpose or intrinsic value…When we find out that the world does not possess the objective value or meaning that we want it to have or have long since believed it to have, we find ourselves in a crisis

Be interested in state of being rather than cause and effect.

## Consumerism

New status of goods as status symbols, related to changes in fashion and desired for aesthetic appeal, as opposed to just their utility.

Customers could buy an astonishing variety of goods, all in one place, and shopping became a popular leisure activity.

Businesses have realized that wealthy consumers are the most attractive targets of marketing. The upper class's tastes, lifestyles, and preferences trickle down to become the standard for all consumers. The not-so-wealthy consumers can "purchase something new that will speak of their place in the tradition of affluence".[[25]](https://en.wikipedia.org/wiki/Consumerism#cite_note-25) A consumer can have the [instant gratification](https://en.wikipedia.org/wiki/Deferred_gratification) of purchasing an expensive item to improve social status.

 As a general trend, regular consumers seek to emulate those who are above them in the social hierarchy. The poor strive to imitate the wealthy and the wealthy imitate celebrities and other icons. The celebrity endorsement of products can be seen as evidence of the desire of modern consumers to purchase products partly or solely to emulate people of higher social status. This purchasing behavior may co-exist in the mind of a consumer with an image of oneself as being an individualist.

In many critical contexts, *consumerism* is used to describe the tendency of people to identify strongly with products or services they consume, especially those with commercial [brand](https://en.wikipedia.org/wiki/Brand) names and perceived [status-symbolism](https://en.wikipedia.org/wiki/Status_symbol) appeal, e.g. a [luxury car](https://en.wikipedia.org/wiki/Luxury_car), [designer clothing](https://en.wikipedia.org/wiki/Designer_clothing), or expensive [jewelry](https://en.wikipedia.org/wiki/Jewelry). Consumerism can take extreme forms such that consumers sacrifice significant time and income not only to purchase but also to actively support a certain firm or brand.

Opponents of consumerism argue that many luxuries and unnecessary consumer products may act as a social mechanism allowing people to identify like-minded individuals through the display of similar products, again utilizing aspects of status-symbolism to judge [socioeconomic status](https://en.wikipedia.org/wiki/Socioeconomic_status) and [social stratification](https://en.wikipedia.org/wiki/Social_stratification). Some people believe relationships with a product or brand name are substitutes for healthy human relationships lacking in [societies](https://en.wikipedia.org/wiki/Societies), and along with consumerism, create a [cultural hegemony](https://en.wikipedia.org/wiki/Cultural_hegemony), and are part of a general process of social control[[32]](https://en.wikipedia.org/wiki/Consumerism" \l "cite_note-32) in modern society. Critics of consumerism often point out that consumerist societies are more prone to damage the environment, contribute to [global warming](https://en.wikipedia.org/wiki/Global_warming) and use up resources at a higher rate than other societies.[[33]](https://en.wikipedia.org/wiki/Consumerism#cite_note-33) Dr. [Jorge Majfud](https://en.wikipedia.org/wiki/Jorge_Majfud) says that "Trying to reduce environmental pollution without reducing consumerism is like combatting drug trafficking without reducing the drug addiction.

[epidemiologist](https://en.wikipedia.org/wiki/Epidemiology) [Warren Hern](https://en.wikipedia.org/wiki/Warren_Hern) of the [University of Colorado at Boulder](https://en.wikipedia.org/wiki/University_of_Colorado_at_Boulder), saying that human beings, despite considering themselves civilized thinkers, are "subconsciously still driven by an impulse for survival, domination and expansion ... an impulse which now finds expression in the idea that inexorable economic growth is the answer to everything, and, given time, will redress all the world's existing inequalities

people often identify as PC or Mac users, or define themselves as a Coke drinker rather than Pepsi. The ability to choose one product out an apparent mass of others allows a person to build a sense "unique" individuality, despite the prevalence of Mac users or the nearly identical tastes of Coke and Pepsi.[[40]](https://en.wikipedia.org/wiki/Consumerism#cite_note-Sturken_2001,_p._279-40) By owning a product from a certain brand, one's ownership becomes a vehicle of presenting an identity that is associated with the attitude of the brand. The idea of individual choice is exploited by corporations that claim to sell "uniqueness" and the building blocks of an identity. The invention of the commodity self is a driving force of consumerist societies, preying upon the deep human need to build a sense of self.

 The line between information, entertainment, and promotion of products has been blurred so people are more reformulated into consumerist behaviour.[[44]](https://en.wikipedia.org/wiki/Consumerism#cite_note-Leslie_Sklair_2002-44) [Shopping centers](https://en.wikipedia.org/wiki/Shopping_centers) are a representative example of a place where people are explicitly exposed to an environment that welcomes and encourages consumption as some of them are open for 24 hours. Goss says that the shopping center designers "strive to present an alternative rationale for the shopping center's existence, manipulate shoppers' behavior through the configuration of space, and consciously design a symbolic landscape that provokes associative moods and dispositions in the shopper

The success of the consumerist cultural ideology can be witnessed all around the world. People rush to the mall to buy products and end up spending money with their [credit cards](https://en.wikipedia.org/wiki/Credit_cards), thus locking themselves into the financial system of [capitalist](https://en.wikipedia.org/wiki/Capitalist) globalization.

 Product placements may range from unobtrusive appearances of a brand or product within an environment, to prominent integration and acknowledgement of the product within the work.

LOOK FOR PRODUCT PLACEMENT PSYCHOLOGY?

Digital editing technology has also been used to tailor product placement to specific demographics or markets, and in some cases, add placements after-the-fact to works that did not originally have embedded advertising before, or update existing placements within a work.

Product placement affects the audience on a conscious, but also subconscious level. Science showed that there does not even need to be an explicit, conscious effect to activate subconscious effects.[[146]](https://en.wikipedia.org/wiki/Product_placement#cite_note-Law_and_Braun_2000-146)[[150]](https://en.wikipedia.org/wiki/Product_placement#cite_note-150)[[151]](https://en.wikipedia.org/wiki/Product_placement#cite_note-151)[[152]](https://en.wikipedia.org/wiki/Product_placement#cite_note-152) For example, product placement can lead to an exclusion of competing brands from the consideration set of the audience – subconsciously.[[131]](https://en.wikipedia.org/wiki/Product_placement#cite_note-Herrmann_et_al._2011-131)[[153]](https://en.wikipedia.org/wiki/Product_placement#cite_note-153) It is also hoped to bypass advertising defense reactions of consumers by focusing on the subconscious character of product placement.

 the spending of money on and the acquiring of [luxury](https://en.wikipedia.org/wiki/Luxury_good) [goods and services](https://en.wikipedia.org/wiki/Goods_and_services) to publicly display [economic power](https://en.wikipedia.org/wiki/Economic_power)—of the income or of the accumulated wealth of the buyer. To the conspicuous [consumer](https://en.wikipedia.org/wiki/Consumer), such a public display of [discretionary](https://en.wikipedia.org/wiki/Discretionary_income) economic power is a means of either attaining or maintaining a given [social status](https://en.wikipedia.org/wiki/Social_status)

## Simulacrum

# Orbis

It’s an online multiplayer game where the players interact with each other and they form relationships, they make friends or they make enemies, they form groups or they create their own systems, with each interaction with the system the player gets into complex level, and the task is to get back to the first level where the parameters of player are independent of the system…

If you go level within the level your phobos level increases, however if you come out of the level your eros level increases…on the beginning level you are full of eros and you have to use this eros to interact with the orbis and create systems…but in process you loose eros, go into different somnio level which is sub system of orbis, and deeper you go your phobos level increases, the objective of the game is to create more and more systems and get back to the original level with your original amount of eros.

You go inside the rabbit hole.

You build the dream space together with other players.

Communication and analytical skills are essential for a games designer – combined with an understanding of the technical, artistic, narrative, and audio and production aspects of game development.

There are many components that go into making video games: art, animation, and audio and user interface design. There can be script writing, creating systems of economy within the product itself, the wide variety of potential social components and more.

A game designer brings together all of the people involved in a game and helps keep it on track. When you put programmers, audio engineers, concept artists, animators, digital artists, producers, user interface designers, script writers, quality assurance testers, clients and of course, game designers in a room together you will have yourself a very diverse set of individuals. All of these people have extensive and specific knowledge in their respective fields. And if you were to ask everyone in that room to try to describe the same thing, it would be done in a variety of different ways.

Beyond this, game designers may also develop extensive knowledge of level design, which involves both artistic and technical knowledge. Depending on the product, some game designers become proficient scriptwriters, working on character development, story arcs etc.

## Orbis Game Play

The player starts at level 1 and with his/her interacting with Orbis environment and other players he will go on making different levels. At each level the player will collect the cyber currency and the objective of the game is to go as much of deeper into the level as much possible but return to the original level at which time the cyber currency will be exchanged with the real world currency. So players basically fight for the currency.

The first person to exit Orbis with huge sum of money was Mr. Truman Carrey

There will be advertisements within the game…

The first level called as level of innocence…

There is no manufactured conflict, no set objective. The player in an effort to make sense of the Orbis and trying to find purpose to his/her existence inside the Orbis will create the conflict and take over a role he/she prefers.

Orbis also has its own virtual currency, the Digital Dollar, which is exchangeable with real world currency.

# Notes on Writing

The first chapter should be something like a complete chapter…in itself it should be an entire plot of the story… the first line is not all that important as readers will quickly move on… may be the first paragraph is important…

Try to connect to the audience…write things for the right audience…