



Intro: a new project exemplifies a new vision of space exploration as the journalist for *the Guardian* explains through the image of launching a new era. This project is impressive and engaging. Indeed, its spectacular nature is at the heart of its appeal and potential impact so it can be asked to what extent privatization is redefining what the space race is.

1- Novelty and dynamism :

- character of Elon Musk : eccentric and dynamic leader
- podium and show / the spectacular epitomized by the extravagance of a car sent into space
- instigation of new energy and enthusiasm in the field
- inspirational model : even people in NASA are in awe
- changes the traditional ways / traditional industry

2- A brash but cooperative form of capitalist enterprise:

- space race led by billionaires / space exploration is becoming the domain of venture capitalists
- unifying force that gathers different groups of people
- notion of competition depicted in a positive and fruitful light
- this new space race is opening new perspectives for **NASA** – and people are content with it
- innovation creates savings: benefits for NASA

3- Surpassing the limits even further

- defying the old ways in different ways: pushes scientific discoveries and challenges a host of other companies to do so
- the ambitions are yet unclear but might change the world set-up
- light regulations are being taken by governments / complicit agreements (light touch)
- a potential redefinition of international space rules

Conclusion: the spectacle that emanates from this competition rests on the reassertion of what is perceived as American values. However this reassertion exists outside the context of the Cold War and operates according to the rules it is defining right now.