



Fight Club

Group 4

Erin Liu, Josie, Lillian, Milly, Michelle, Ruby, Xavier

Outline

- Director-- Ruby
- Summary-- Ruby
- Thesis Statement
- Character analysis-- Josie
- Film analysis
 - Recurring scene-- Lillian
 - **Alienation within modern city**-- Michelle
 - **Capitalism, consumerism**--Milly
 - **Schizophrenia, identity crisis, self-realization**-- Michelle
 - **Loss of masculinity: violence as reaction**-- Erin Liu
 - **Terrorism**: -- Erin Liu
 - **Project Mayhem**: Rebellion against consumerism--Milly
- Film techniques-- Zavier
- Discussion questions



Director
David Fincher

Music videos..

- "Who Is It?", Michael Jackson (1992)
 - "Bad Girl", Madonna (1993)
- "Love Is Strong", The Rolling Stones (1994)
- "Suit & Tie", Justin Timberlake and Jay-Z (2013)



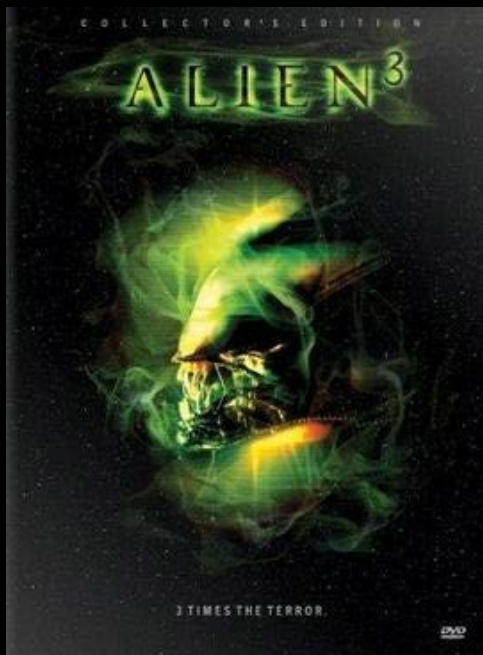
Commercial Ads

Corporations like:



Directed movies

- Alien 3 (1992)
- Se7en (1995)
- The Game (1997)
- Fight Club (1999)
- Panic Room (2002)



- Zodiac (2007)
- The Curious Case of Benjamin Button (2008)
 - The Social Network (2010)
 - The Girl with the Dragon Tattoo (2011)
 - Gone Girl (2014)



TV series...

- House of Cards (2013~2018)
- Mindhunter (2017-)



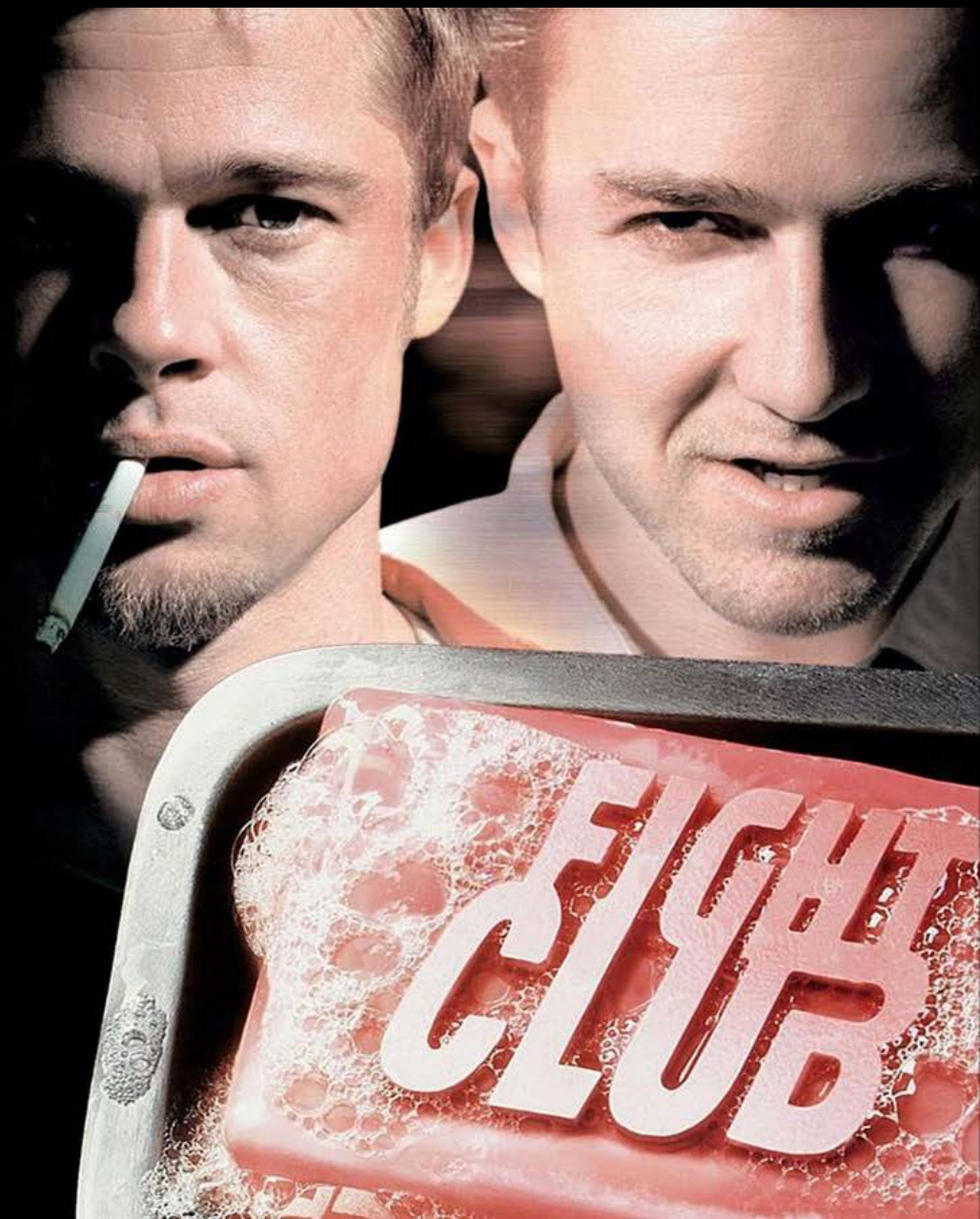
And more...

Trade Marks

- Subdued, moody, and often transparent film effects
- Fincher's work with commercials and music videos leads him to produce films with extremely precise lighting, editing, and décor.
- Unique combination of despair, cynicism, and the occasional burst of calculated sadism
- controversial topics



Summary



flashback





repetitive life

support group





Tyler Durden

Marla the
"faker"



the first explosion



The first fight



living with Tyler

Fight Club



Phone call from Marla

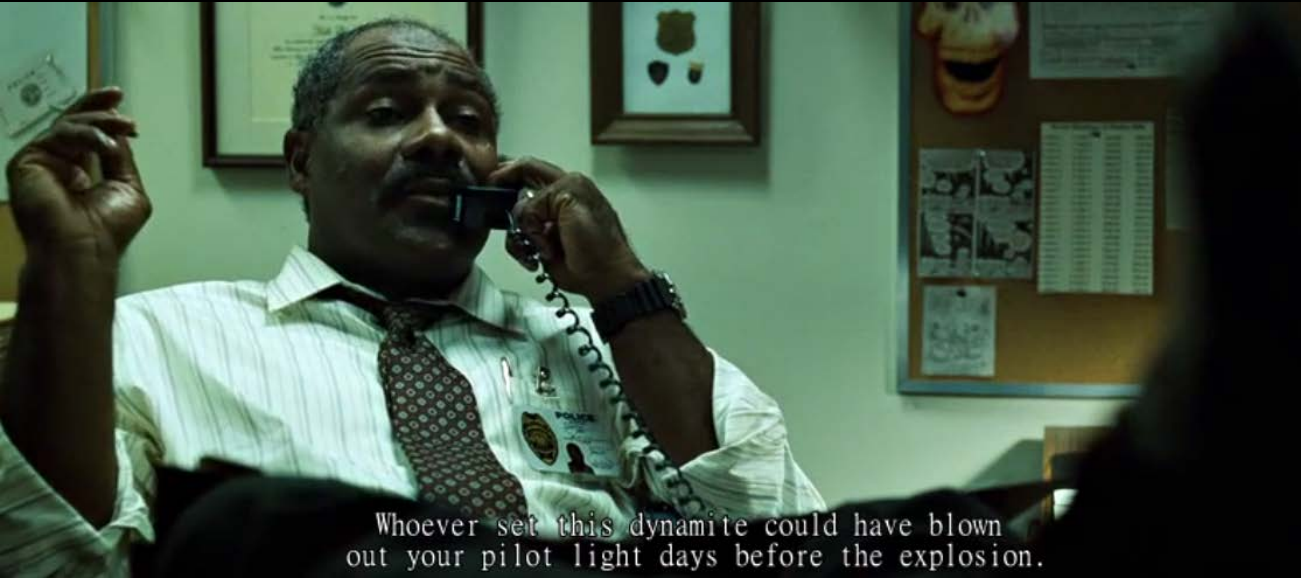


Tyler and
Marla
have sex



Different
attitude at
work

Phone call from the police



Whoever set this dynamite could have blown out your pilot light days before the explosion.



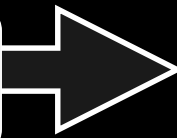
especially material possessions.



- Feel anything?
- No.

Marla's call

Bob again



- How are you, Bob?
- Better than I've ever been in my whole life



You don't know where I've been!

Lou's visit

Assignments



Most people, normal people, do just about anything to avoid a fight.

Confrontation with the boss





Penns Grove too.



Is that your mom and dad?
They're gonna have to call the kindly doctor.



Argument with Marla



Tyler's Army



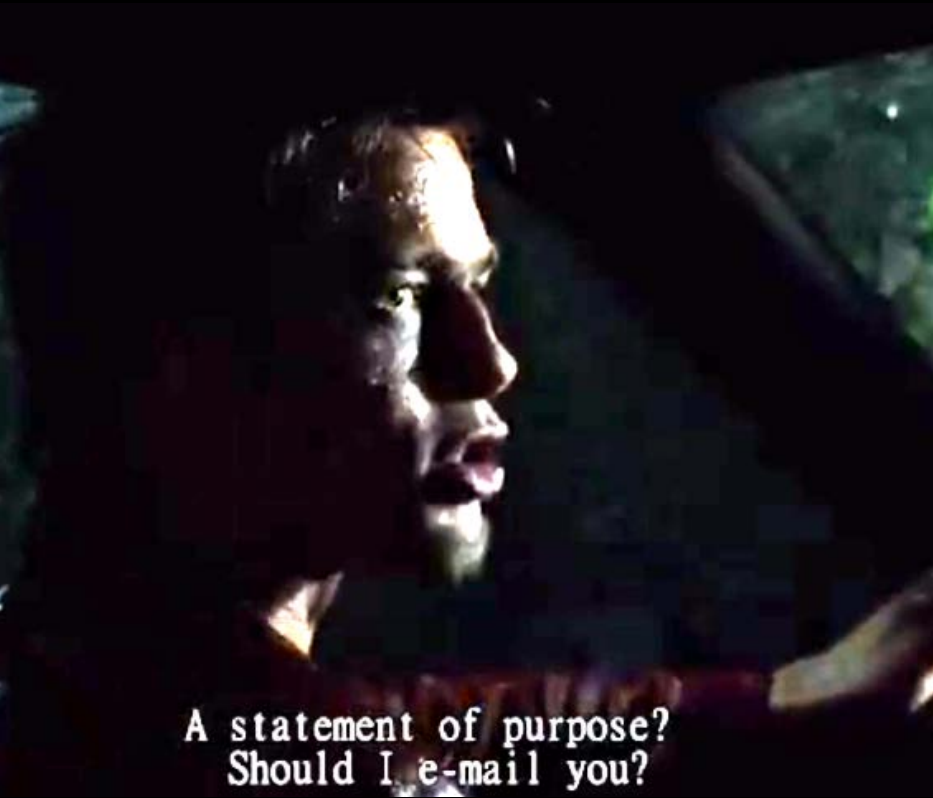
You are not a beautiful or unique snowflake.

Project Mayhem



Hi. You're gonna call off
your rigorous investigation.

Car Argument



Tyler?



Gone.



His name... is Robert Paulsen.

Bob's death

Finding Tyler





You're the one who gave me this.



I'm
Durden?!!!!

Tyler Durden!
You fucking freak! What's going on?

Room	Time	Phone Number
RG3190		
RT3190		
LD182A	02:03	{0002}288-555-0191
LD187A	02:05	{0003}288-555-0101
LD188A	02:08	{0001}288-555-0108
LD189A	02:09	{0005}288-555-0180
LD193A	02:14	{0002}288-555-0167
LD196A	02:16	{0004}288-555-0167
LD199A	02:20	{0003}288-555-0167
LD200A	02:23	{0003}288-555-0167
LD202A	02:26	{0007}288-555-0167
	02:33	{0004}288-555-0167
	02:37	{0001}288-555-0167

- When were these made?
- Between 2.00 and 3.30 this morning.

Dejavu



The phone bill



evacuate
Marla



Hey, wait!



confession to
the police



imaginary
fight

enter the
building



“Back” to the flashback



I think this is about where we came in.

Gun shot



Tyler disappears

Explosion starts



Movie ends



(here' s a blurry image of a male' s sexual organ)

Thesis Statement

Thesis Statement

~~This film is targeted on~~

The repression under consumerism and corporate society causes schizophrenia in the character, who uses violence as rebellion to overcome his identity crisis in the postmodern world only to....



Characters Analysis



Josie

The Narrator, Jack (Edward Norton)

- ❖ Nameless

as an average "everyman" character, a random nobody

- ❖ A typical white-collar worker in the modern city:

- absolute obedience to employer
- pursuit material enjoyment
- Life is emasculated and bland





I am Jack's cold sweat.



I am Jack's complete lack of surprise.

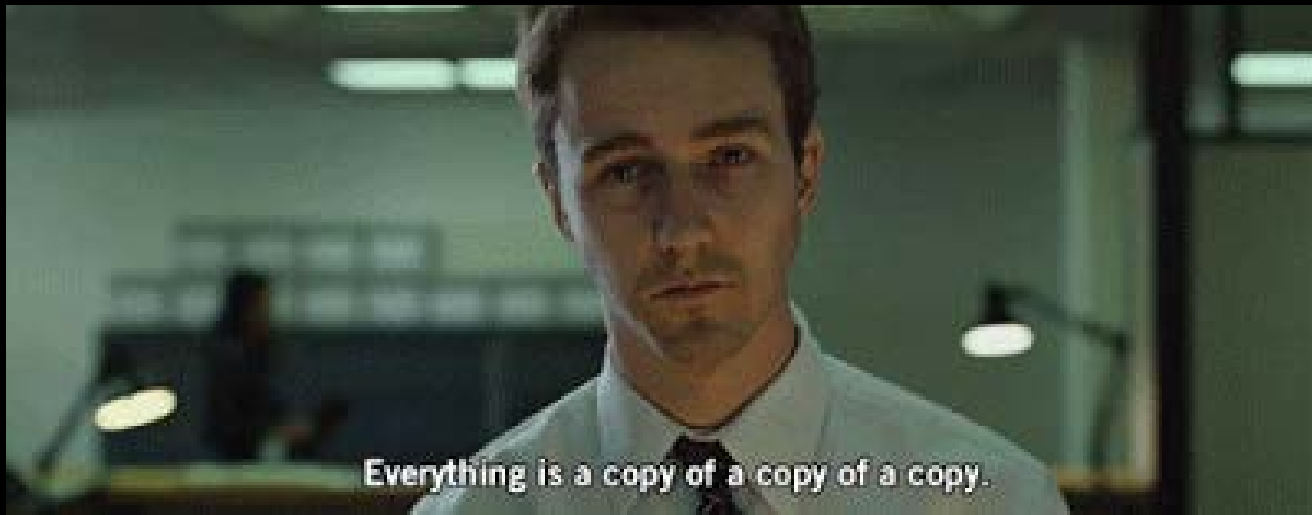


I am Jack's inflamed sense of rejection.



I am Jack's smirking revenge.

“[The character is] a guy who does not have a world of possibilities in front of him, he has no possibilities, he literally cannot imagine a way to change his life.” ~David Fincher, (Interview with Gavin Smith, "Inside Out," *Film Comment*, Sep/Oct 1999)



The Narrator, Jack (Edward Norton)

❖ Joining in support Group

Get emotional release: He is not the most unfortunate one.

"If people thought you were dying, they gave you their full attention" "only after disaster can we be resurrected"



Tyler Durden

- ❖ Narrator's imaginary alter ego
- ❖ Opposition to:
popular culture, materialism,
capitalism, and modern society in
general



Comparision & Contrast

The narrator, Jack	Tyler
cooperate, boring, anxious, lonely	ambitious, charismatic, cunning, dangerous
repress feelings, cry to reveal feelings	do whatever he likes, to smash stuff.
To find something interesting, meaningful in his life	To attack, distroy, consumerism, upset, establish social order
live by the moral code	take lust for destruction to its extreme

Marla Singer

“ Suddenly I realize that all of this, the gun, the bombs, the revolution, has got something to do with a girl named Marla Singer. ”



Marla Singer

- ❖ An honest big tourist in the support groups: for a living
"Marla's lie reflects my lie, and all I can see are lies"
- ❖ Opposite to Tyler, a threat to the project



Big Bob/Robert Paulson

- ❖ The narrator's friend
- ❖ Testicles removed + grow large "Bitch Tits" → Emasculation of men in American culture + female care
- ❖ He died during an assignment for Project Mayhem → His name becomes a slogan



Film Analysis

You are not your job.

You're not how much **money**
you have in the bank.

You're not the **car** you drive.

You're not the **contents** of your wallet.

You're not your fucking khakis.

You're the all-singing,
all-dancing
crap of the
world.



FIGHT CLUB

Film Analysis

Recurring Scenes

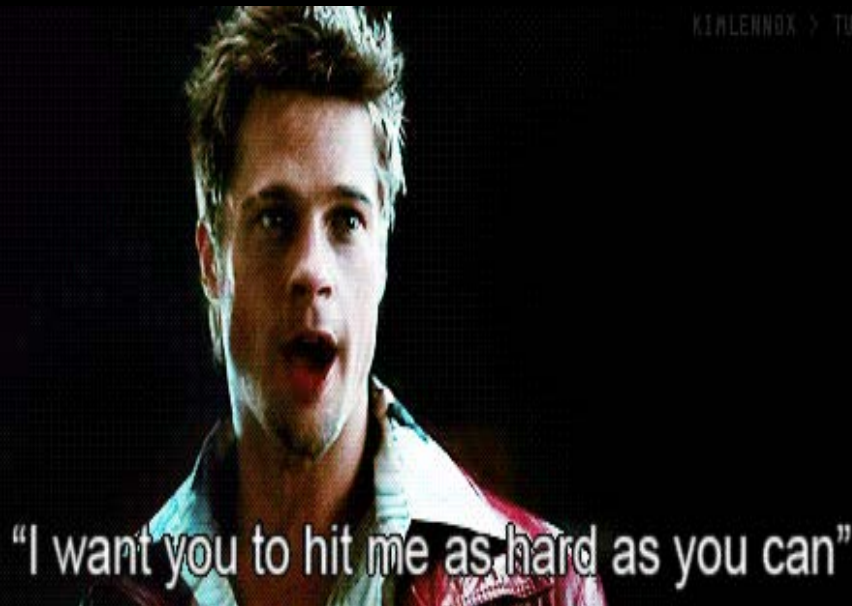
Presented by

Lillian Shih

Relieve Stress by Fighting

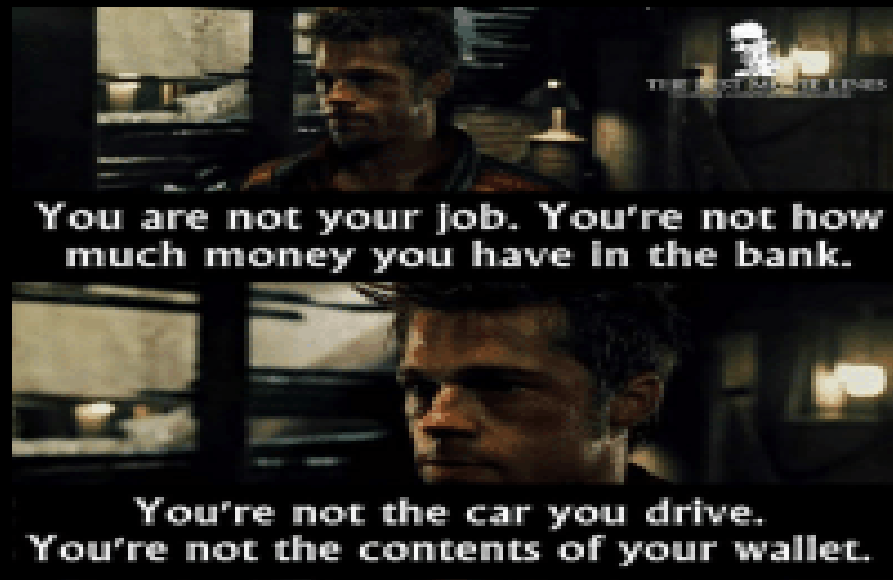
- “When the fight was over, nothing was solved, but nothing mattered. Afterwards, we all felt saved.”
- Stress in reality: job, marriage, money, law...

“We are the middle children of history man, no place or purpose.”



Relieve Stress by Fighting

- The idea of “You are not your job...You're not your fucking khakis. You're the all-singing, all-dancing crap of the world.”
- preaching his ideology and being ironic at the same time.



Vandalism



Vandalism

- Reaction to society

(hit cars with bats,explode the stores, set bombs in bulidings...)

- Society: capitalism, materialism
- Express the anger to materialized humanity in modern society through destructive behaviors.



The things you own end up owning you.



Fire and Explosion

Destruction and Reborn

“ I found freedom. Losing all hope was freedom.”



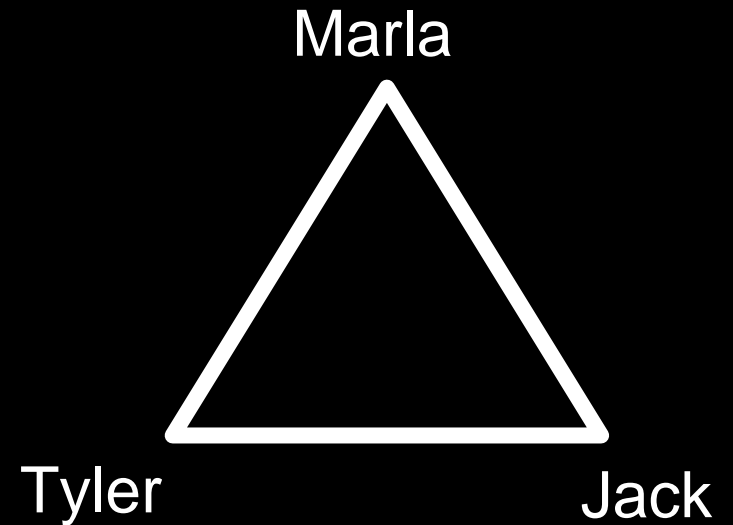
THE MIRRORS - VOLTA



Marla comes again and again

The Triangle Relationship

- In the beginning, when burned his condo,
- For Jack, Marla is like the only connection with the society.
- The company in the end.



Film Analysis: Alienation with Modern Society

Presented by

Michelle Tien

Alienation

What's
alienation?



- Alienation is the feeling that you have no connection with the people around you or the feeling of being isolated, as from society.



The reasons for the protagonist's insomnia

- Lack of enthusiasm in daily life- everyday is boring and lack of interesting things.
- As a car manufacturer, his life is just like a copy of copy.
- He has no friends, no relationship and no love ones.
- Boring life style

How to solve it?

He turns his way to various support groups, especially the testicular cancer group; he also pays his attention to furnitures in his condo.



Support groups give:

- Love and care
- Empathy
- Respect for patients in this kind of party.
- Stronger mental assistance
- **Relieve ourselves on how lucky we are in comparison with the support group???**



How will the support team affect the protagonist?

- Catharsis
- Sleep well
- Life is meaningful.
- Have life's goal of doing what kind of thing.
- Makes friends.
- Meet his first lover in his life.???
- Change the way he sees this world.???



However,...

- When Marla came to every support group, the protagonist suffered from insomnia again.
- Indicate that life isn't that perfect and wonderful, people only show sympathy for you when you're at the edge of your life.
- *“When people think you are dying, they really listen to you.”*

Film Analysis: Capitalism & Consumerism

Presented by

Milly Hsu

Outline

Film Analysis: Capitalism & Consumerism

- I. The Definition of Capitalism
- II. The Definition of Consumerism
- III. The Relation between Capitalism & Consumerism
- IV. The Symbols of Capitalism & Consumerism in this Film
 - A. Single-Serving
 - B. Starbucks Coffee
 - C. The Swedish Home Furniture
 - D. The Film Itself

The Definition of Capitalism

Film analysis: Capitalism & Consumerism

DEFINITION OF CAPITALISM

Capitalism

an economic system in which the means of production of goods or services are privately owned and operated for a profit



enjoy
Capitalism[®]

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https://www.google.com/search?q=capitalism&source=Inms&tbrn=isch&sa=X&ved=0ahUKEwjc967MxIbfAhUGjLwKHekEBIwQ_AUIDigB&biw=1536&bih=674#imgrc=ORNH7zYlpH3tiM:



The Definition of Consumerism

Film analysis: Capitalism & Consumerism

- “Consumerism” can be defined as a social and economic trend that stimulates the purchase of goods and services in ever-greater amounts.



The Definition of Consumerism

Film analysis: Capitalism & Consumerism

- 1) manipulative business activities to entice consumers to buy products
- 2) consumer groups and government actions to protect consumer's rights
- 3) consumption as a way of life ideology

The Definition of Consumerism

Film analysis: Capitalism & Consumerism

- 1) **manipulative business activities to entice consumers to buy products**
 - strategies and techniques that aim at encouraging consumers to consume more hence, expanding their needs and desires.
 - the overuse of promotion, aggressive selling and advertising.
 - consumerism as the marketers' focus shifted to aggressive selling rather than meeting customers' needs and expectations.



The Definition of Consumerism

Film analysis: Capitalism & Consumerism

3) consumption as a way of life ideology

Consumption as a means for happiness and wellbeing.

“the doctrine that the self cannot be complete without a wealth of consumer goods and that goals can be achieved and problems solved through proper consumption.”



The Definition of Consumerism

Film analysis: Capitalism & Consumerism

3) Consumption as a way of life ideology

Economic perspective

the consumer culture is a reflection of the emphasis of economies from exchange or production to consumption.

Social perspective

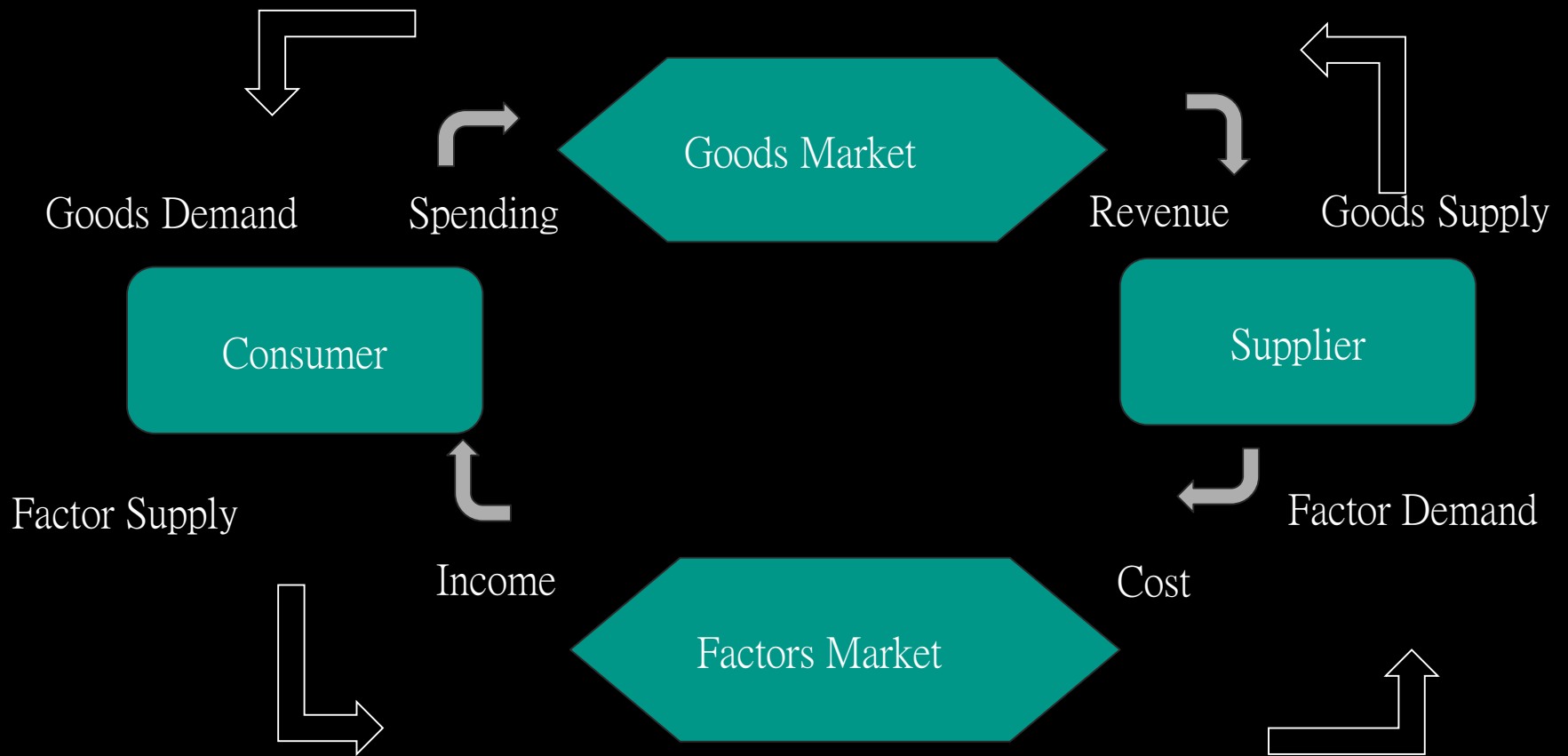
“status symbols”

Personal happiness

=Material Consumption

Circular Flow Model

Film analysis: Capitalism & Consumerism



→ Physical Flow
→ Monetary Flow

The Relation between Capitalism and Consumerism

Film analysis: Capitalism & Consumerism

- Systematical mass production and mass sale on market
- Not based on the real need and voluntary creation
- Reflects the trend
- Identify the consumers
- The lost of identity of consumers
- Satisfy the fake need of the consumers
- Control the consumers
- Capitalism being promote through the process

The Relation between Capitalism and Consumerism

X Fight Each Other

V Fight Consumerism

● The narrator does not have a name.



Film analysis: Capitalism & Consumerism

Single-Serving

Film analysis: Capitalism & Consumerism

” Everywhere I travel, tiny life. Single-serving sugar, single-serving cream, single pat of butter. The microwave Cordon Bleu hobby kit. Shampoo-conditioner combos, sample-packaged mouthwash, tiny bars of soap. The people I meet on each flight? They're single-serving friends.”

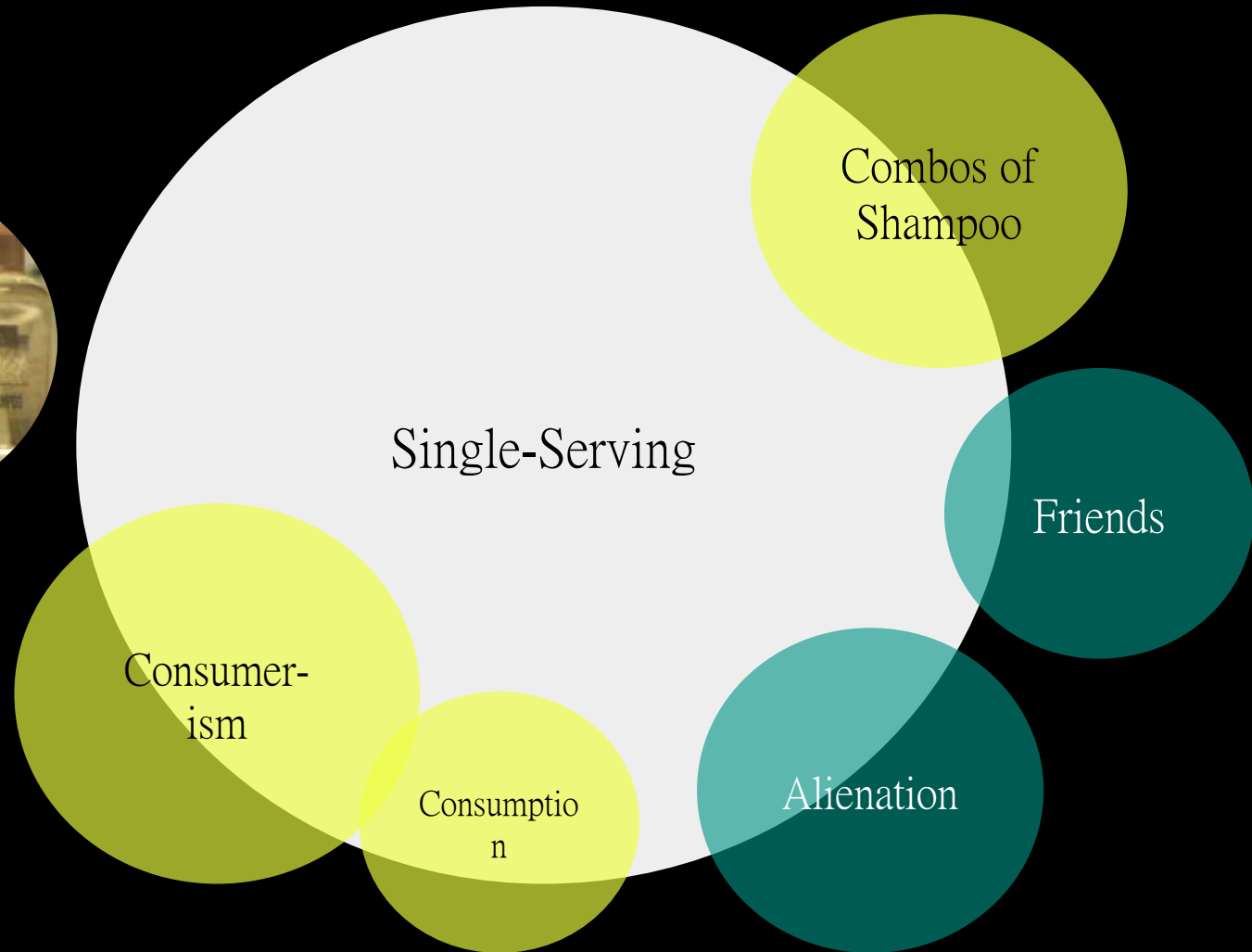
- The Narrator

- In the point of view of consumerism.



Single-Serving Cont.

Film analysis: Capitalism & Consumerism



Starbucks Coffee

Film analysis: Capitalism & Consumerism



I. The ubiquity of corporate consumer culture

A. Office scene

1. Narrator: “With insomnia, nothing's real. Everything's far away. Everything's a copy of a copy of a copy.”

B. Caffeine Addiction

1. The narrator with insomnia

Starbucks Coffee Cont.

Film analysis: Capitalism & Consumerism



II. Sign Value

- A. Narrator: “When deep space exploration ramps up, it'll be the corporations that name everything, the IBM Stellar Sphere, the Microsoft Galaxy, Planet Starbucks.”
- B. Starbucks is one of the most recognizable **brand** in the world.

Starbucks Coffee Cont.

Film analysis: Capitalism & Consumerism



- II. Destruction of self-identity
 - A. Corporate consumer culture
 - B. Sign-value

The Swedish Home Furniture from Ikea

Film analysis: Consumerism & Capitalism

- The narrator: “I flipped through catalogs and wondered: What kind of dining set defines me as a person?”
- Tyler Durden: “We're consumers. We are by-products of a lifestyle obsession. Murder, crime, poverty, these things don't concern me. What concerns me are celebrity magazines, television with 500 channels, some guy's name on my underwear.”



The Swedish Home Furniture from Ikea Cont.

Film analysis: Consumerism & Capitalism

- Sign-value



The Film Itself

Film analysis: Capitalism & Consumerism

WARNING

If you are reading this, then this warning is for you. Every word you read of this useless fine print is another second off your life. Don't you have other things to do? Is your life so empty that you honestly can't think of a better way to spend these moments? Or are you so impressed with authority that you give respect and credence to all who claim it? Do you read everything you're supposed to read? Do you think everything you're supposed to think? Buy what you're told you should want? Get out of your apartment. Meet a member of the opposite sex. Stop the excessive shopping and masturbation. Quit your job. Start a fight. Prove you're alive. If you don't claim your humanity you will become a statistic. You have been warned..... Tyler

The audience receives information in a passive way just like how the consumers did under Capitalism and Consumerism.

Film Analysis:

Schizophrenia

Presented by

Michelle Tien

Schizophrenia → What is schizophrenia?

- It is a mental disorder that affects the normal functioning of the brain and severely impair thinking, emotion, and behavior.
- More seriously, it will cause hallucinations, delusions, and disorganized speech, thinking, behavior.
- Makes it hard to tell the difference between what is real and what is not real.
- It is often associated with hearing voices in the head.

Actually,...

- Schizophrenia in the movie is embodied by the narrator, Tyler Durden, fight club's members, and Project Mayhem's terrorists.
- The narrator and Tyler Durden is the same person. Durden the imaginary friend manifests all the unexplainable phenomena that the narrator faces and can't express on his own.
- Durden's existence represents the split in the narrator's mind between conformity and revolt.



FIGHT CLUB
FOX

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www.charlotte.com/justgo/movies/



Identity Crisis

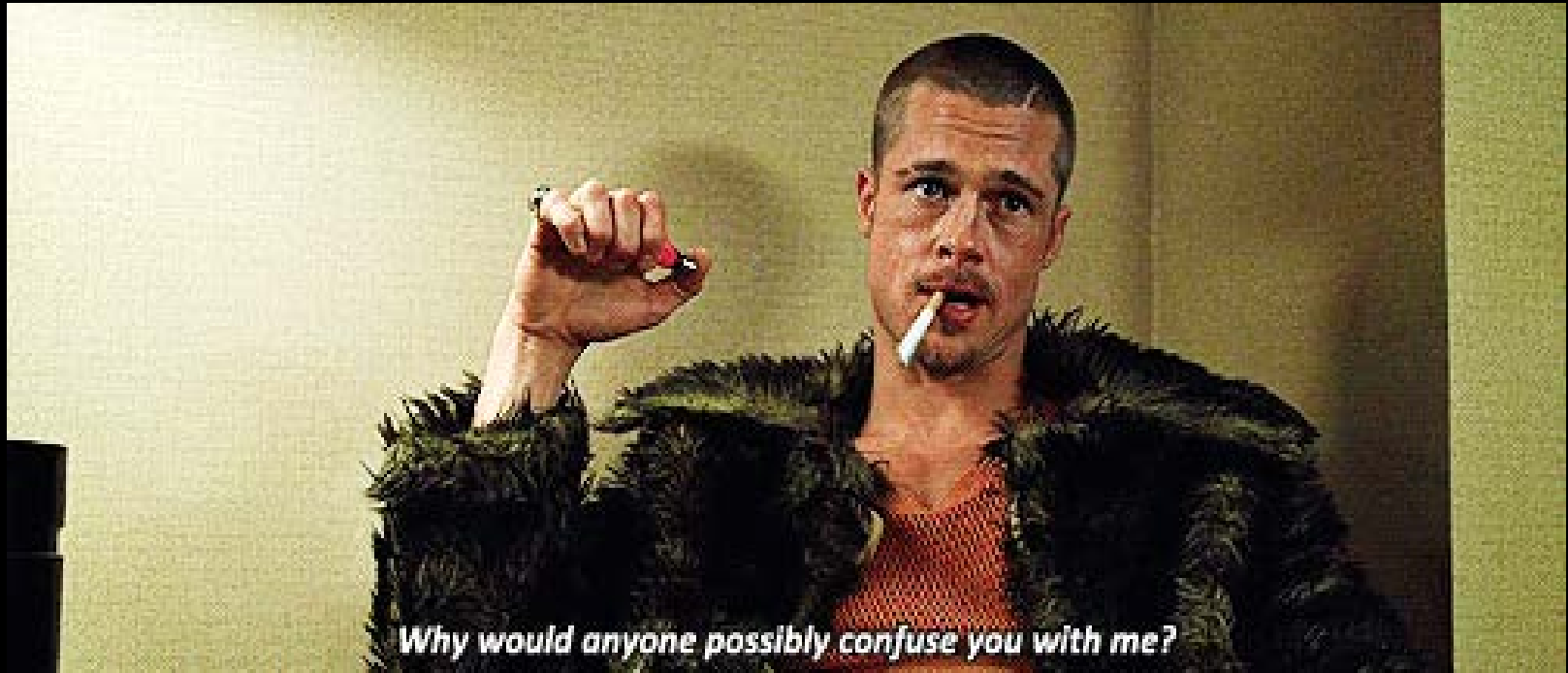
So it leads to...

- The narrator doesn't know that he is the same person as Tyler Durden.
- Tyler seemingly able to appear and disappear as well.
- Narrator never tells us his name. He even gives fake names at support groups. The narrator is meant to represent the average "Everyman" in modern society.
- The narrator works day jobs, and Tyler works night jobs.
- "It's not clear if reality slipped into my dream or if my dream is slopping over into reality"

The narrator ultimately finds himself hitting himself.



In the hotel, Tyler Durden explains to the narrator his existence.



“Because we’re the same person.”
You jut looking a way to change your life.



The reason to have two personalities in the narrator's body:

- He is just looking a way to get out of these routine and boring life.
- But he couldn't do it by himself.
- All the bad aspects that Tyler has done is the reflection of what kind of things does the narrator really wants to do in his deepest mind.
- Tyler Durden is actually an exemplar that the narrator really wants to be, such as the smart and capable personalities.
- In the real world, the narrator is not that outstanding and excellent, so he needs to develop another personality to mask his weakness.

Self realization and the comparison

The narrator (True self):

- Shy, high-strung, neurotic, Ikea- loving.
- Too coward to make any decision and always depends on other people.
- He is the person who binds by reality.

Tyler Durden (Imaginary friend)

- Strong, smart, capable, good at dealing with interpersonal relationships.
- The dark side of the narrator.
- Irritable, devious, cunning, anarchistic, violent, and funny.
- *"I am free in all the ways."*

With free-spirited personality.



Sp. Byf.



Film Analysis:

Loss of masculinity - violence as reaction

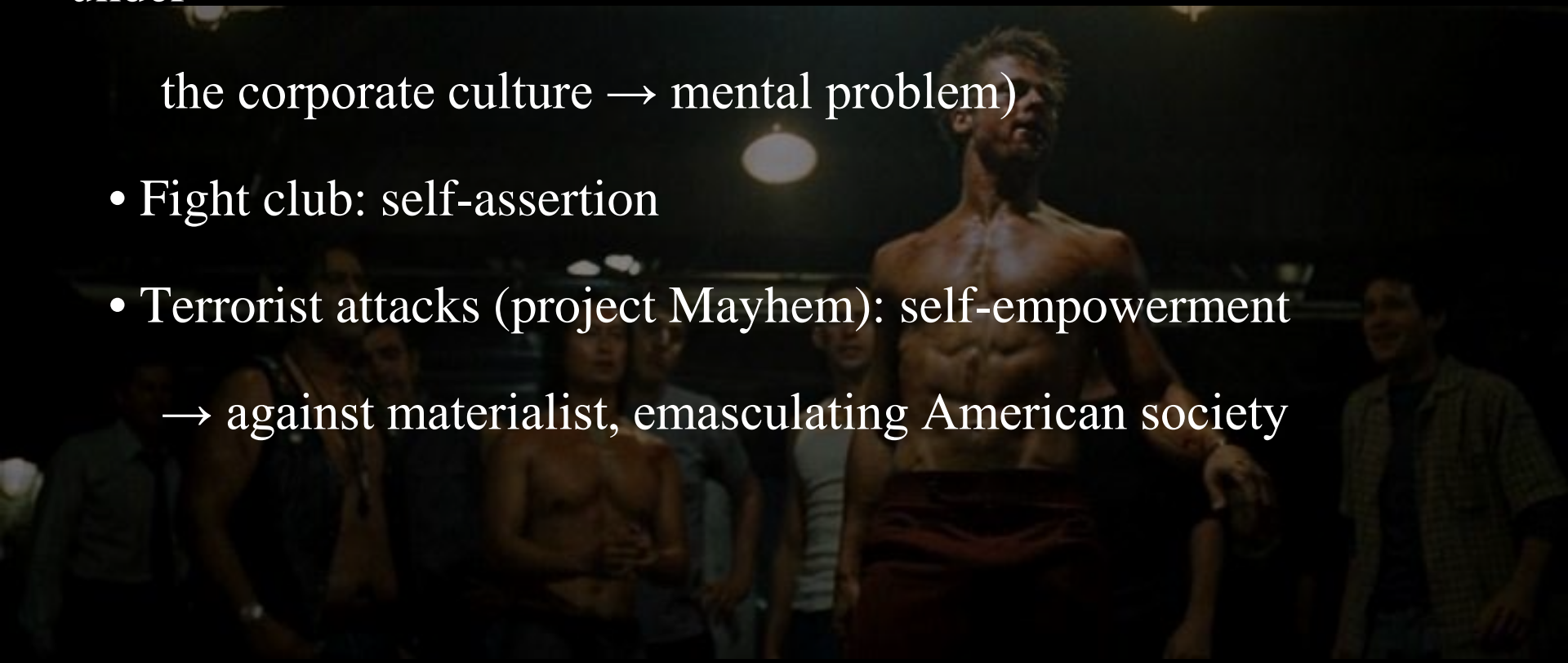
Erin Liu

Loss of masculinity - violence as reaction

* Violence: way to find back the masculinity (be suppressed under

the corporate culture → mental problem)

- Fight club: self-assertion
- Terrorist attacks (project Mayhem): self-empowerment
→ against materialist, emasculating American society



“We’re a generation of men raised by women”

* The **corporate society** and **civilization** itself make men suffer from repression → “a loss of masculinity”

“We’re the middle children of history, no purpose or place. We have no Great War, no Great Depression. Our great war is a spiritual war. Our great depression is our lives.”

Evidence: loss of masculinity

* Testicular cancer group

- seek comfort among men (also experience a loss of masculinity)
→ “lost their balls”
- Castration:
 - Patients: physical level
 - Jack: psychological level



* Absence of paternal image

- “I don’t know my dad, he left when I like six years old”

Evidence: loss of masculinity

* As son abandoned by the Father God

- “You have to consider the possibility that God doesn't like you, he never wanted you. In all probability, He hates you. This is not the worst thing that can happen...”
- “We are God's unwanted children, with no special place and no special attention, and so be it.”



Masculinity - a sign to remind repression

* Before forming Fight Club...

- work in movie theater

- intentionally puts a picture of male sexual organ (sign of masculinity)

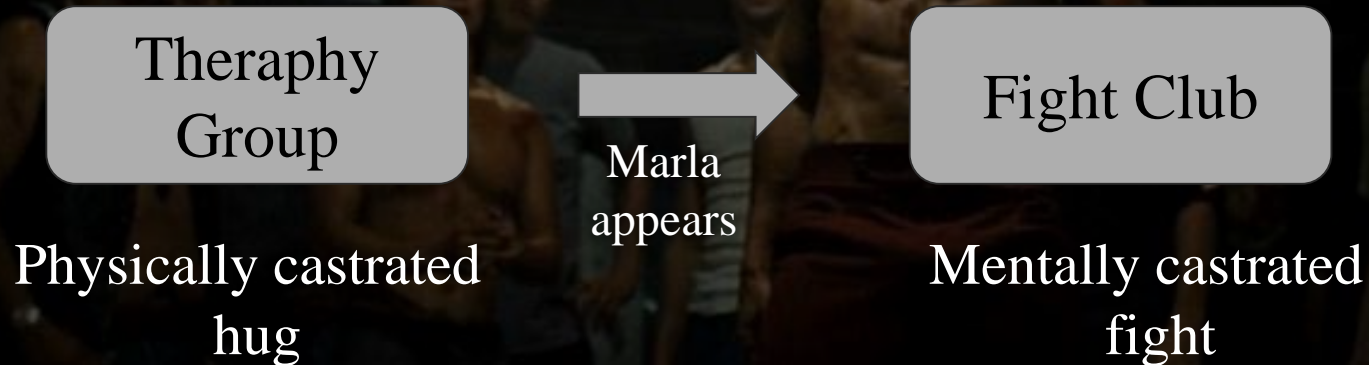
- **repression** in the corporate society ex. the desire for sex.



Pain as an evidence of one's existence

* Fight Club

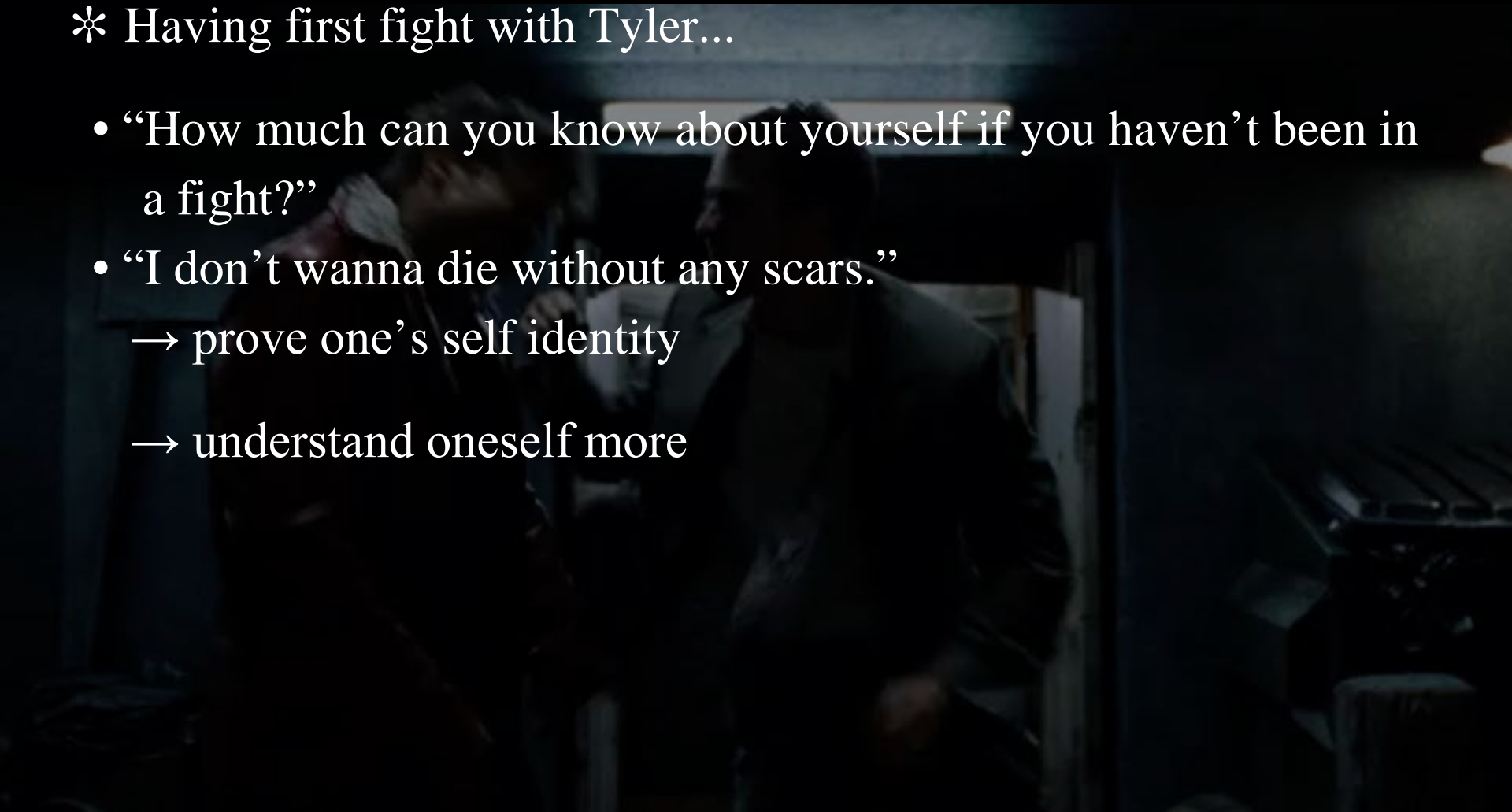
- a club of rebellion (men only)
- reclaim lost manhood through fighting with each other
→ self-assertion
- Remaining men together: relieved



Pain as an evidence of one's existence

* Having first fight with Tyler...

- “How much can you know about yourself if you haven't been in a fight?”
- “I don't wanna die without any scars.”
 - prove one's self identity
 - understand oneself more



Pain as an evidence of one's existence

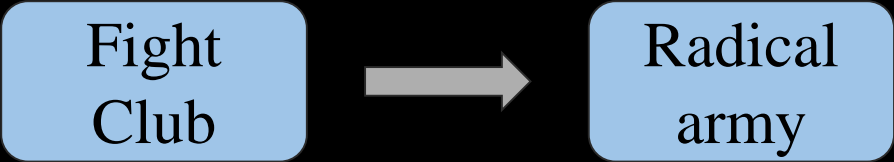
* Tyler pours lye on Jack's hand...

“Without pain, without sacrifice, we would have nothing.”

“you have to give up, you have to know, not fear, know that someday, you're gonna die. It's only after we've lost everything that we're free to do anything.”

→ self-harm: find back the value of life/make the one being
paralyzed by the corporate society awakened

Rebellion against authority

- Tyler has a fight with the basement owner: blood, saliva to attack
- Jack beat himself to blackmail his boss: “Telephone, computer, fax machine, 52 weekly paychecks, and 48 airline flight coupons”
- Turning point: 
(personal assignment:strangers) → (Project Mayhem: city)





Film Analysis: Terrorism

Erin Liu

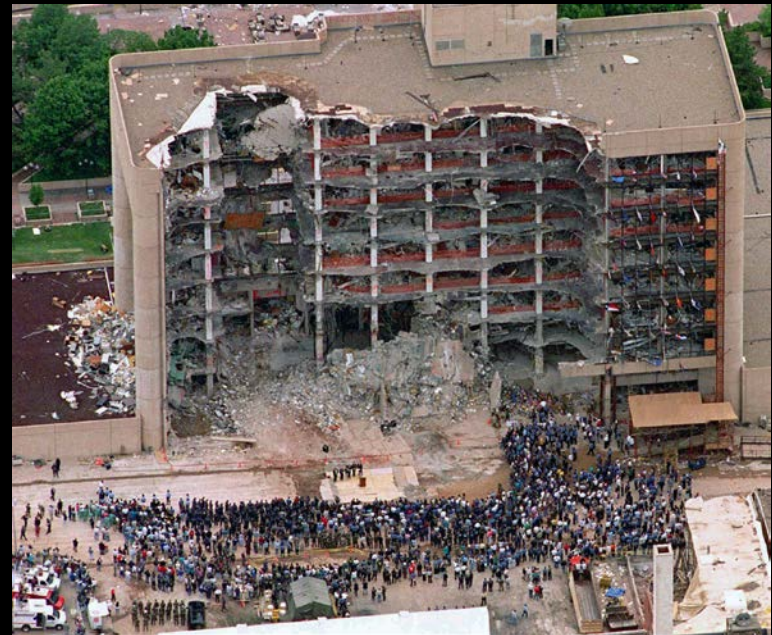
Terrorism

- * U.S. Code of Federal Regulations:

- "the unlawful use of force and violence against persons or property to intimidate a government, the civilian population, or any segment thereof, in furtherance of political or social objectives".
- terrorist attack by Tyler's army:
rebel against **anti-consumerism** + **corporate society**

The Oklahoma City bombing

- 1995/04/19: domestic terrorist attack in downtown Oklahoma City
- massive homemade bomb concealed in rental truck exploded
 - Alfred P. Murrah Federal Building damaged
- two **anti-government white men** Timothy McVeigh & Terry Nichols
- destroyed: $\frac{1}{3}$ of the building
- killed: at least 168 people,
- injured: almost 700 people



The Oklahoma City bombing

- until the 911 attacks, the Oklahoma City bombing: deadliest terrorist attack in the history
- Fight Club contextualizes domestic terrorism (U.S) within a context of anti-capitalism hatred
- Fight club: radically subversive Hollywood film (1990s)
- criticized as “fascistic celebration of violence”



Project Mayhem

- * Project Mayhem: a systematized bombing campaign
 - members indoctrinated/submitting to **authority**: Tyler Durden (heroism)
“Trapped inside this clockwork of space monkeys”
 - **strict rules**: “do not talk about fight club” → “do not ask question”
 - every member being **depersonalized**:
 - nameless “space monkey”
 - hair cut
 - wears the same
 - hand has a mark burnt by lye
 - burn their fingertips with lye (their fingerprint, a sign for recognizing one’s identity)



Project Mayhem

- the one sacrifice for the project → get his name back
- Bob → “**Robert Paulson**” → mythical icon/ a slogan





Film Analysis:

Project Mayhem - Rebellion against Consumerism

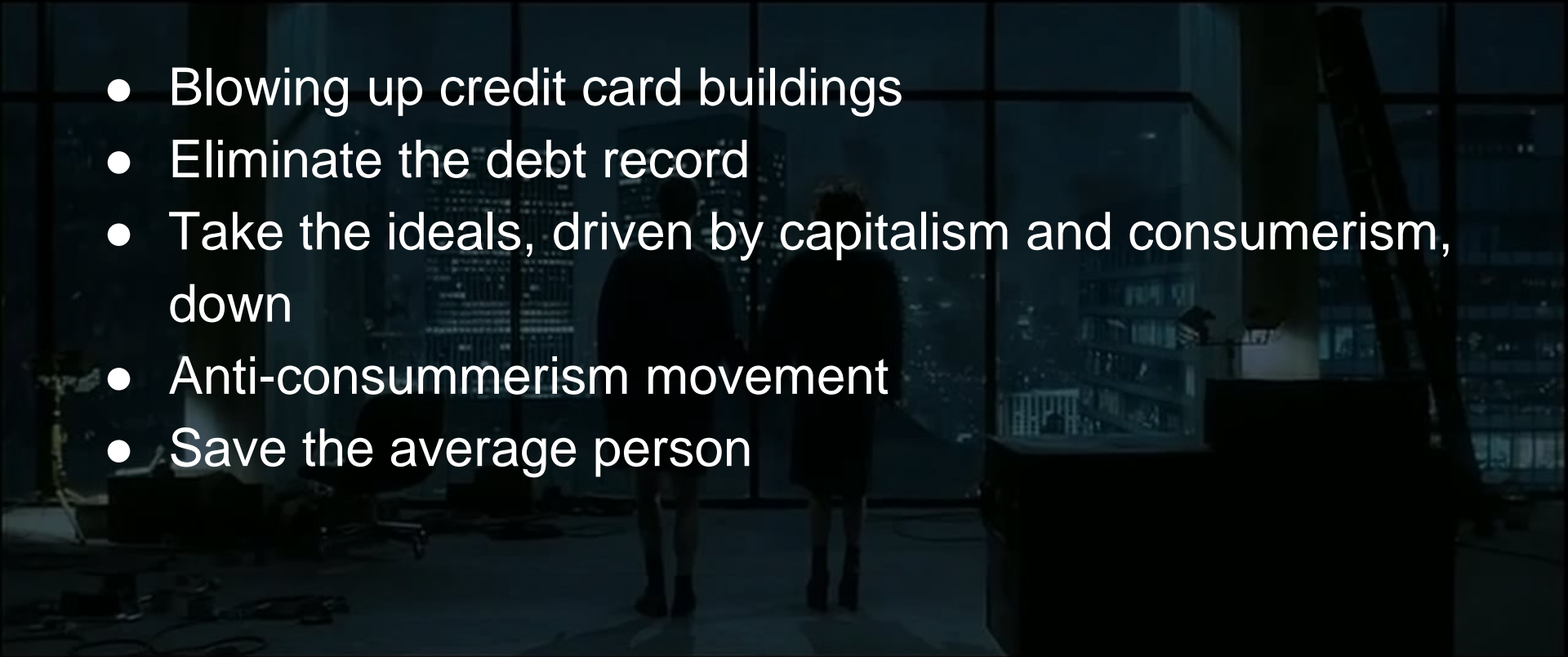
Milly



Film Analysis:

Project Mayhem - Rebellion against Consumerism

- Blowing up credit card buildings
- Eliminate the debt record
- Take the ideals, driven by capitalism and consumerism, down
- Anti-consumerism movement
- Save the average person



Film techniques



cinematography and editing



- Fight club's cinematographer is Jeff Cronenweth
- Fight Club was shot at an aspect ratio of 2.35:1 on Super 35 film as Super 35 allows us to use less equipment, light with smaller sources, and expose for practical night exteriors and actually get something out of the existing lighting at the location." (ASC, Nov 1999)

Opening sequence, titles and sound



1. The electric sound correlates with the CGI effect to create brain electric impulses
2. The titles are set in a electric blue colour in order to go alongside the CGI effects in the background so we are not distracted away from the main focal point- the narrators brain
3. The frantic music and fast-moving electric impulses show the audience jacks schizophrenic mind



Mise en scene

Definition:

The representation of space affects the reading of a film. Depth, proximity, size and proportions of the places and objects in a film can be manipulated through camera placement and lenses, lighting, decor, effectively determining mood or relationships between elements in the diegetic world.

The tagged items from IKEA



- The furniture scene is of significance to understanding this character's personality
- On the surface, his house is neat and clean, flawless, but a shot at the empty fridge indicates the listlessness inside



Depression and self destruction

1. Environment loses saturation and becomes pale



Harsh lighting and dark bleak colours reinforce the theme



Fight Club (mkv)

Realism

“Many practical locations in fight clubs are lit by fluorescents in the ceiling, which purposefully tried to maintain element of reality.



There are numerous wounds in the film and toplight helps with the prosthetics make-up, by showing off the integrity of the wounds without revealing too much.



Split personaility: Lighting

1. On contrary to most movies, fight club employs multiple lighting styles throughout the film
2. Two dominant styles are low key and high key, and they are used to represent two different personalities- Jack and Tyler



Low key- Tyler

The scenes that have Tyler alone, or Tyler and Jack together, are primarily lit with low-key lighting that causes heavy shadows, is highly saturated, has a higher contrast between colors, and portrays an overall darkness. The darkness in Tyler's scenes represents his muscularity. The low-key lighting is mostly represented in Tyler's world, particularly during fight scenes and scenes that are shot in Tyler's dilapidated house.



High key- Jack

when the scene's involve Jack alone, typically when he is in his apartment or at work, the lighting is high-key, often brightly lit, minimal shadows, and low contrast. This represents Jacks mundane, ordinary, corporate-consumerist personality. Often the lighting appears fluorescent, but without the casting of shadows fluorescent lighting usually produces.



Camera techniques



Camera angle and characterization

The long row of seats are empty, Jack slumped into his chair listlessly, symbolizing the boredom of his life



The close-up shot with Tyler's face in the center, and the masked minions behind him symbolizes his dominance over people



Tyler's flashes on screen

Tyler Durden, with immense speed, appears and disappears four times before he was introduced as a character

Tyler's appearance can be seen as a precursor for Jack's schizophrenia

In the film, Tyler works as a movie projectionist, and his penchant is to edit male member into family film



There's also a flash of male genital at the end of the film



This maybe serve as a reminder that this is still a movie, fictional and unrealistic. It's also a clever way of breaking the fourth wall



Discussion Questions

1. Do you think Marla is one of the personality of the narrator's dissociative identity disorder?
2. What does the ending in the movie represent? Why the director places a flash of male sexual organ when the buildings are collapsing?
3. Why penguin is narrator's power animal? What does the penguin in the cave represent?
4. Do you think the personality of Tyler Durden disappeared in the end of the movie, or does he gradually infused with the Narrator?
5. homosexual undertone?!