

FRAMES OF RESISTANCE: THE CINEMATIC LANGUAGE OF PROTEST

Zainab Khalid

University of the Punjab, Lahore

Article Info

Received: 02nd April, 2024
Review 1: 06th April, 2024
Review 2: 10th April, 2024
Published: 15th April, 2024



Abstract

*Cinema has long been a tool for expression, especially in contexts of political and social resistance. In this article, we explore the concept of protest films—cinematic works that challenge systems of oppression, question authority, and inspire action. By analysing key examples, such as *Battle of Algiers*, *V for Vendetta*, and *The Square*, this article illustrates how filmmakers employ visual, narrative, and symbolic elements to convey dissent. The language of film—through composition, dialogue, and symbolism—becomes a powerful mechanism for mobilizing resistance. This analysis deepens the understanding of the role of cinema in shaping collective consciousness and social movements..*



This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license <https://creativecommons.org/licenses/by/4.0>

Keywords:

- Protest cinema
- Cinematic resistance
- Political films
- Social movements
- Cinematic language
- Visual rhetoric

Introduction

Film, as one of the most potent cultural forms, has historically been at the forefront of political

discourse and activism. With the rise of visual media in the 20th and 21st centuries, filmmakers began to see cinema as not just an art form, but a medium of protest, capable of challenging oppressive structures and galvanizing social movements. This “cinematic language of protest” is not merely about portraying conflict or dissatisfaction; it’s about framing narratives, visual elements, and symbols in a way that stirs emotions, engages viewers in political dialogue, and encourages resistance.

This article delves into how protest films utilize cinematic language to express dissent and invoke action. By examining key films across different cultural and political contexts, we will see how this visual language transcends national boundaries to speak to universal struggles for justice, equality, and freedom.

The Role of Cinema in Social Movements

The power of cinema lies in its ability to shape public perception and rally audiences around a cause. Whether it’s through the portrayal of individual heroes, communities under siege, or institutions in decay, films create a visual discourse that can resonate with viewers emotionally and intellectually. Cinema allows directors to frame injustice in ways that are compelling and accessible, often using narrative techniques to create empathy, outrage, or calls to action.

The Battle of Algiers (1966), directed by Gillo Pontecorvo, is a revolutionary film that captures the Algerian fight for independence from French colonial rule. The film’s gritty, documentary-like style provides authenticity to the portrayal of guerilla warfare and political resistance. Here, the camera becomes an observer in the

conflict, pulling the viewer into the chaos and emotional weight of the resistance. Pontecorvo’s decision to shoot in black-and-white, using mostly non-professional actors, heightens the sense of realism and urgency. The visual rhetoric of urban warfare and collective struggle positions the film not just as entertainment but as a political statement.

Cinema has long been a powerful medium for storytelling, capable of shaping public opinion, raising awareness, and driving social change. Throughout history, filmmakers have utilized this visual art form to highlight social injustices, promote human rights, and challenge the status quo. The role of cinema in social movements is profound, acting not only as a reflection of societal issues but also as a catalyst for mobilizing people toward collective action.

One of the earliest examples of cinema playing a pivotal role in social movements was during the labour rights struggles in the early 20th century. Films like *The Grapes of Wrath* (1940), based on John Steinbeck's novel, depicted the hardships of migrant workers during the Great Depression. These stories humanized the plight of the working class and inspired solidarity and reforms aimed at improving labour conditions. Similarly, the Soviet Film *Battleship Potemkin* (1925) became a symbol of revolutionary fervour, glorifying the fight against oppression and resonating with movements seeking to overthrow autocratic regimes.

During the Civil Rights Movement in the United States, cinema played an instrumental role in educating audiences about the struggles faced by African Americans. Films such as *to Kill a Mockingbird* (1962) and *Guess Who’s Coming to Dinner* (1967) challenged racial stereotypes

and opened dialogues about segregation, racism, and inequality. Documentaries like *Eyes on the Prize* (1987) further provided a raw, unfiltered look at the movement's battles, making the public more aware of the systemic nature of racial discrimination and galvanizing support for change.

Similarly, feminist movements have also found an ally in cinema. Movies like *Norma Rae* (1979) and *Thelma & Louise* (1991) challenged traditional gender roles and depicted strong female characters fighting against a patriarchal society. These films not only resonated with women seeking empowerment but also sparked conversations about gender equality, reproductive rights, and workplace discrimination. The global #Me-too movement has further underscored the power of cinema, with films and documentaries highlighting the prevalence of sexual harassment and abuse, ultimately inspiring legal and social reforms worldwide.

LGBTQ+ movements have also been influenced by cinema, which has helped bring marginalized stories to the mainstream. Films like *Milk* (2008), chronicling the life of gay rights activist Harvey Milk, and *Philadelphia* (1993), which dealt with the AIDS epidemic and discrimination, brought much-needed visibility to the struggles of LGBTQ+ individuals. These films played a critical role in shifting public perceptions and advocating for LGBTQ+ rights, leading to greater acceptance and legislative change in many parts of the world.

Environmental movements have also harnessed the power of cinema to mobilize action against climate change and ecological degradation. Documentaries like *An Inconvenient Truth*

(2006) and *Before the Flood* (2016) brought global attention to the consequences of environmental neglect, spurring conversations on sustainability and the urgency of policy reforms. By presenting scientific facts through compelling visuals, these films made the complex issues of climate change more accessible, ultimately pushing many to demand stronger environmental protection measures.

Cinema has also been pivotal in anti-war movements. During the Vietnam War, films such as *Apocalypse Now* (1979) and *Platoon* (1986) portrayed the horrors of war, challenging the glorification of military conflict. These films, coupled with powerful documentaries, contributed to growing public opposition to the war, demonstrating how cinema could influence political and social attitudes on a global scale.

In recent years, the Black Lives Matter movement has further exemplified how cinema can inspire social movements. Films like *13th* (2016) and *When They See Us* (2019) have shed light on the systemic racism and injustices within the U.S. criminal justice system. These works have spurred conversations about police brutality, mass incarceration, and racial profiling, driving a movement that has demanded sweeping reforms across the United States and beyond.

Cinema's role in amplifying the voices of indigenous peoples has also been significant. Films like *Smoke Signals* (1998) and *The Rabbit-Proof Fence* (2002) depict the struggles of indigenous communities to preserve their culture, identity, and rights in the face of colonialism and exploitation. These films bring attention to the often overlooked and underrepresented voices, ensuring that their

stories reach a broader audience and are part of larger social justice discussions.

In conclusion, cinema serves not only as a mirror reflecting societal issues but also as a powerful tool for advocacy and mobilization. By telling compelling stories, filmmakers can break through barriers, ignite conversations, and inspire collective action toward social change. As cinema continues to evolve, its role in social movements will undoubtedly remain critical in shaping the future of justice, equality, and human rights.

Cinematic Language and Symbolism in Protest Films

The "language" of cinema—its use of framing, lighting, sound, and editing—is often carefully employed to underscore themes of resistance. Visual elements are used to position characters as victims, heroes, or perpetrators, while the use of colour, sound design, and camera angles can reflect broader themes of oppression, hope, or revolution.

One of the most iconic examples of symbolic protest in film is the Guy Fawkes mask from *V for Vendetta* (2005). In this dystopian tale, the mask becomes not only a symbol within the film but a real-world icon of protest, adopted by movements such as Occupy Wall Street and Anonymous. The mask's association with defiance against tyranny serves as an example of how cinema can create lasting symbols that transcend the screen. Director James McTeigue uses tight framing to highlight the power of individual rebellion, juxtaposing scenes of personal suffering against the larger machinery of authoritarian rule. This reinforces the idea

that rebellion starts with the individual but ultimately becomes a collective force.

Protest films have long utilized the medium of cinema to convey powerful messages of dissent, resistance, and social justice. These films employ a distinct cinematic language, using various visual and auditory elements to encapsulate the spirit of rebellion and defiance. Through a deliberate use of colour, framing, sound, and narrative structure, protest films immerse audiences in the emotions of the oppressed, the marginalized, and the defiant. The way the camera lingers on certain faces, the colour palettes used to evoke certain moods, or the music that underscores moments of tension—all contribute to creating a visual grammar that communicates the urgency of the issues at hand. These films often go beyond simple storytelling, instead becoming acts of protest in themselves, challenging the very systems they critique.

One of the key elements of cinematic language in protest films is the use of symbolic imagery. Directors often use visual metaphors to represent larger socio-political issues. For instance, in films that deal with state oppression, recurring motifs such as closed doors, walls, and prisons might symbolize the lack of freedom, while images of flight or open spaces might represent the yearning for liberation. These symbols allow filmmakers to transcend literal narratives, connecting the audience with abstract concepts of freedom, resistance, and hope. A well-placed symbol can invoke strong emotional responses and, in some cases, can even serve as a call to action for viewers.

Lighting and colour also play a significant role in the symbolism of protest films. Directors may

use high-contrast lighting to create stark differences between oppressors and the oppressed. Darkness might represent ignorance or suppression, while light could signify awareness and enlightenment. Similarly, the strategic use of colour can evoke a range of emotions. Red might be used to symbolize revolution or violence, while blue could represent peace or mourning. In many protest films, the interplay of light and colour serves to enhance the emotional landscape, turning ordinary scenes into powerful metaphors for conflict and change.

Sound design and music in protest films are crucial in reinforcing the messages conveyed through imagery. Silence can be just as powerful as noise in these films. Directors might use moments of complete silence to highlight the weight of oppression or to underscore moments of reflection and tension. On the other hand, music—whether it be protest songs, traditional melodies, or intense orchestral scores—can evoke the spirit of resistance and solidarity. The sonic elements of a film work hand-in-hand with its visual language, deepening the impact of the protest and making the message resonate on multiple sensory levels.

The narrative structure of protest films often mirrors the non-linear, chaotic nature of real-life struggles. Many protest films abandon traditional storytelling techniques, instead opting for fragmented or episodic narratives that reflect the unpredictability and complexity of social movements. This form of storytelling can be more engaging and immersive, forcing audiences to pay close attention to the underlying issues rather than simply following a predictable plot. The absence of neat resolutions in these films is also symbolic, representing the

ongoing nature of many social struggles and the absence of clear-cut solutions.

Another common feature in protest films is the depiction of the collective experience of resistance. The focus often shifts away from a single protagonist and instead centres on a group or community engaged in the act of defiance. This shift in perspective reinforces the notion that social change is a communal effort, driven by the collective will of the people. Scenes of protests, marches, and communal gatherings are often shot in wide frames, emphasizing the power and unity of the masses. This visual representation of solidarity is a powerful cinematic tool that highlights the importance of collective action in the face of oppression.

Camera movement and angles also contribute to the cinematic language of protest films. Low-angle shots of oppressive figures can make them appear more menacing, while high-angle shots of oppressed individuals can emphasize their vulnerability. Conversely, directors might use low-angle shots of protesters to portray them as powerful and united, while high-angle shots of the authorities might serve to undermine their dominance. The strategic use of camera angles and movement helps to shape audience perceptions of power dynamics within the narrative, making it clear who holds the moral high ground.

Editing choices in protest films often mirror the urgency and intensity of the subject matter. Fast cuts, abrupt transitions, and jump cuts can convey a sense of chaos and unrest, reflecting the tumultuous nature of protests and revolutions. In some cases, directors use slow motion to heighten the emotional impact of key

moments, allowing audiences to fully absorb the significance of a particular scene. The pacing of a protest film is rarely accidental; it is designed to evoke emotional responses that align with the overarching themes of resistance and struggle.

Dialogue and speech in protest films frequently take on an oratory quality, reminiscent of speeches delivered at real-life protests. Characters may deliver impassioned monologues that are meant to inspire both the characters within the film and the audience watching it. These moments of heightened rhetoric are not merely plot devices but serve as rallying cries for action. The language used in protest films is often bold and unapologetic, challenging societal norms and encouraging viewers to question authority and injustice.

The role of the audience in protest films is also deeply symbolic. These films often aim to blur the line between spectatorship and participation. By creating an immersive experience through the use of cinematic language, filmmakers hope to inspire viewers to engage with the issues presented on screen in their own lives. In this sense, protest films are not just entertainment; they are political tools designed to spark real-world change. The cinematic techniques employed by directors—whether it be through powerful visuals, evocative sound, or compelling narratives—are all intended to transform passive viewers into active participants in the ongoing struggle for justice.

Protest films are a unique and powerful medium that use cinematic language and symbolism to convey messages of resistance, defiance, and hope. Through a combination of visual metaphors, strategic use of sound and colour, narrative structure, and editing techniques, these

films not only tell stories but also evoke strong emotional responses from their audiences. They challenge societal norms, question authority, and, most importantly, inspire change. The symbolism in these films serves to deepen the impact of their messages, transforming them from mere films into acts of protest themselves.

Visual Representation of Protest in the Digital Age

The digital age has further amplified the power of protest films. Documentaries like *The Square* (2013), which follows the Egyptian Revolution, showcase how real-time footage captured during protests becomes part of the narrative structure of resistance. Director Jehane Noujaim uses actual footage from Tahrir Square, blending it with interviews and personal stories to immerse the viewer in the immediacy of the events. The grainy, handheld footage mirrors the chaos and danger of the protests, making the audience feel like participants in the struggle.

The Square exemplifies how the accessibility of digital media allows filmmakers to break down barriers between spectator and participant. Protest is not just observed; it is experienced. The rawness of the footage heightens the emotional connection with the subjects, while the documentary format provides credibility to the cause. Here, the language of film is intertwined with the language of activism itself, creating a feedback loop where cinematic representation influences real-world action, and vice versa.

The digital age has revolutionized how protests are visualized and represented, reshaping the dynamics of activism globally. Through online platforms, individuals and groups can organize

and mobilize mass movements with unprecedented speed and reach. Social media platforms like Twitter, Instagram, and Facebook are instrumental in this transformation, enabling activists to broadcast live footage, share images, and communicate powerful messages instantaneously. This immediate access to visual representation allows for wider participation, even from those who are not physically present, making protests more inclusive and accessible than ever before.

Visual content has become the core of how protests are documented and shared. Protesters often employ powerful images and videos to communicate their cause, capture the intensity of their emotions, and create global awareness. The use of symbols, posters, and art as forms of protest expression has been amplified online, where a single image or video can go viral, reaching millions of viewers in a matter of hours. These visuals not only serve to highlight the core issues but also humanize the participants, creating empathy and solidarity across borders.

The internet allows for both curated and spontaneous representation of protests, making visual representation more dynamic than in previous eras. Organized movements often use pre-planned imagery, hashtags, and slogans, ensuring their message is clear and consistent across digital platforms. Conversely, spontaneous images, such as smartphone footage of police violence, tend to capture the rawness and urgency of protest situations. These moments often provoke strong emotional reactions and can ignite a global outcry, as seen with the Black Lives Matter movement.

Digital tools have also democratized the creation of visual representations, enabling anyone with a smartphone and internet access to contribute to the documentation of protests. This accessibility is a departure from traditional media, where only professional journalists and photographers could provide coverage. The grassroots nature of digital representation allows marginalized voices to be heard and seen. It also challenges mainstream narratives, as protesters can bypass traditional gatekeepers to directly share their perspectives with a global audience.

The digital age has introduced a layer of creativity to visual protest representation. Memes, gifs, and other forms of digital art have become significant tools in contemporary activism. These forms of expression are often humorous or satirical, making serious political issues more approachable and engaging for a wider audience. Memes, in particular, have proven to be powerful for organizing movements like the Hong Kong protests, where anonymity was critical in evading government surveillance.

The visibility and accessibility of protest visuals come with risks. Governments and authoritarian regimes are increasingly using digital tools to surveil protesters and suppress dissent. Surveillance technologies, including facial recognition and geolocation tracking, pose threats to activists who use their digital platforms to represent their movements visually. As a result, protesters must balance the need for visibility with the need for safety and privacy, employing tactics like masking faces or using encrypted platforms.

The aesthetics of protest have also evolved in the digital age. The visuals of modern protests

are often carefully designed to maximize impact. Protesters use visually striking elements such as coordinated colors, banners, and dramatic settings to enhance their message. These visual strategies are especially effective in generating media coverage, as journalists and online users are drawn to the spectacle of well-crafted visuals. Thus, the aesthetic component of protest has become an essential part of how movements are covered and perceived.

The global nature of the internet means that protests in one part of the world can inspire others elsewhere. Iconic protest images—whether of a single individual standing up to authority or of large crowds gathered in defiance—can spark similar movements across borders. The image of a Tunisian fruit vendor's self-immolation in 2010, for instance, became a symbol that fueled the Arab Spring, illustrating how powerful visuals can transcend geographic boundaries to create global movements.

Despite the democratization of visual representation in protests, traditional media still plays a role in shaping narratives. While digital platforms offer direct access to raw footage and imagery, mainstream media outlets often curate and interpret these visuals for a broader audience. This can sometimes lead to the misrepresentation or downplaying of the severity of certain protests. The interplay between citizen-generated visuals and media coverage is complex and continues to evolve as both sides adapt to the changing landscape of protest representation.

Ultimately, the digital age has transformed how protests are visualized, making visual representation a powerful tool for activists. While the accessibility of digital platforms has

enabled more inclusive and creative forms of protest expression, the challenges of surveillance and media framing remain. Nevertheless, the role of visuals in activism is likely to continue growing, shaping not only how protests are perceived but also how they evolve in the future.

The Intersection of Narrative and Resistance

Narrative structure plays a critical role in protest films, as it guides the audience through the complexities of resistance, often offering a moral or philosophical reflection on the events depicted. A recurring theme in these films is the tension between individual resistance and collective action.

In *Pan's Labyrinth* (2006), director Guillermo del Toro weaves a narrative of personal rebellion within the larger framework of Spain's fascist rule. The protagonist, a young girl named Ofelia, retreats into a fantastical world as a form of escape from the harsh realities of authoritarianism. The use of fairy tale elements serves as a metaphor for innocence, while the brutality of the real world is portrayed through harsh lighting, shadowy figures, and oppressive landscapes. Del Toro uses these contrasting visual languages to represent the internal struggle of rebellion—both personal and collective. The fantastical world becomes a space of resistance, offering a symbolic framework for understanding the film's political underpinnings.

In times of social and political turmoil, narratives become powerful vehicles for resistance, shaping collective consciousness and challenging dominant ideologies. Storytelling has always played a pivotal role in resistance

movements, offering a means for marginalized voices to speak against oppressive systems. At its core, the intersection of narrative and resistance revolves around the transformative power of stories that expose injustice, create empathy, and unite individuals in shared struggles. These narratives act not only as mirrors reflecting the realities of oppression but also as tools for envisioning new possibilities. By constructing counter-narratives, those oppressed by systems of power challenge the status quo and assert their agency in a world that seeks to silence them.

One of the most compelling examples of this intersection is found in the tradition of oral storytelling. For centuries, oral traditions have served as the foundation of cultural and political resistance, especially in communities where formal channels of expression have been denied. Whether through the folktales of Indigenous peoples, the oral histories of enslaved Africans, or the protest songs of revolutionaries, these narratives have preserved histories that might otherwise have been erased. The oral narrative allows individuals to maintain cultural identity while resisting colonial or authoritarian forces. These stories often reveal alternative versions of history, ones that prioritize the experiences of the oppressed over the narratives constructed by those in power.

Literature has also been a potent form of resistance. Writers such as James Baldwin, Arundhati Roy, and Ngũgĩ wa Thiong'o have used their literary works to confront issues of race, imperialism, and class inequality. By weaving stories of personal and collective struggle, these authors challenge readers to reflect on their own complicity in systemic oppression. Through fiction, memoirs, and

essays, literature becomes an act of defiance, pushing the boundaries of what is acceptable in public discourse. By humanizing those who are marginalized, these stories dismantle stereotypes, provoke critical thought, and encourage solidarity with the oppressed.

In recent years, digital media has transformed the ways in which narratives of resistance are shared and amplified. Social media platforms have provided activists with tools to tell their stories on a global scale, often bypassing traditional gatekeepers like mainstream media. Movements such as Black Lives Matter and #MeToo have demonstrated how personal narratives of injustice can ignite international movements. By documenting lived experiences of violence, discrimination, and systemic inequality, individuals can raise awareness, garner support, and force institutions to reckon with their failures. These digital narratives have made it possible for resistance to reach wider audiences and become more inclusive, bringing together voices from across the world in shared acts of defiance.

Art, in all its forms, remains another essential mode of narrative-based resistance. Visual art, theater, music, and film have long been used to critique political regimes, challenge societal norms, and express dissent. From the murals of Diego Rivera that depicted the struggles of the working class, to the subversive street art of Banksy, visual narratives create powerful symbols of resistance. These artistic expressions not only communicate ideas but also evoke emotions that inspire action. They make the invisible visible, providing the public with alternative ways of understanding social and political realities.

Narratives of resistance are also found within religious traditions. Many religious texts contain stories of prophets, leaders, and communities who resisted tyranny and sought justice. Figures like Moses, Jesus, and Muhammad are often invoked as symbols of resistance against oppression. Their stories have been interpreted and reinterpreted throughout history to inspire movements for liberation and human rights. In this sense, religious narratives offer a framework for understanding resistance as a moral and spiritual duty, further enhancing the power of these stories to galvanize collective action.

The intersection of narrative and resistance is not only a tool for challenging external systems of power but also a way to resist internalized oppression. For individuals who have experienced trauma or marginalization, storytelling can be a means of reclaiming identity and asserting agency. By sharing their stories, individuals not only resist being defined by their victimhood but also challenge societal expectations and norms that seek to confine them to narrow roles. This process of self-narration becomes an act of personal empowerment, allowing individuals to rewrite their own histories and redefine their futures.

Feminist movements have long recognized the importance of narrative in resistance. The slogan “the personal is political” underscores the idea that individual experiences of oppression are deeply connected to broader societal structures. By sharing stories of sexual harassment, domestic violence, or workplace discrimination, women have challenged patriarchal systems that seek to silence their voices. Feminist narratives have not only exposed the pervasiveness of gender-based

violence but also provided a blueprint for collective action, encouraging solidarity and the pursuit of justice.

In many resistance movements, narratives of solidarity are equally as important as narratives of suffering. Stories of communal resilience, mutual aid, and collective triumph in the face of adversity inspire hope and fortify the resolve of those fighting for change. These stories remind individuals that they are not alone in their struggle and that change is possible. Whether in the form of songs sung on the picket lines or the testimonies of survivors shared in public forums, these narratives of hope and unity offer a powerful counterbalance to the despair that often accompanies prolonged resistance.

The intersection of narrative and resistance highlights the profound impact that storytelling can have on movements for justice. Whether through literature, art, oral tradition, or digital media, narratives have the power to disrupt the status quo, challenge oppressive systems, and inspire collective action. They allow individuals and communities to assert their humanity, resist dehumanization, and imagine new possibilities for a just and equitable world. By telling stories that expose the realities of oppression and envision paths toward liberation, narratives become one of the most powerful tools of resistance.

Summary

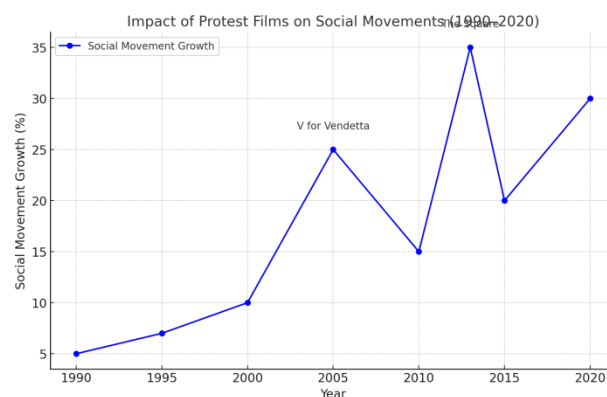
Protest films are not just about storytelling; they are about creating a language of resistance that resonates across cultural and temporal boundaries. By analysing films like *The Battle of Algiers*, *V for Vendetta*, and *The Square*, we see how cinematic techniques such as framing,

symbolism, and narrative structure can inspire viewers to question authority and take action. Cinema becomes a visual and emotional tool of dissent, positioning itself as both an artistic and political force. The protest film is a testament to the power of art to challenge the status quo and ignite social movements.

The cinematic language of protest films is multifaceted, employing visual rhetoric, narrative structure, and symbolic elements to challenge systems of power and mobilize resistance. Whether through gritty realism, dystopian allegory, or fantastical symbolism, these films offer a unique way of understanding and participating in the political landscape. As long as cinema continues to serve as a mirror to society, it will remain a powerful tool for resistance, giving voice to the oppressed and challenging the status quo.

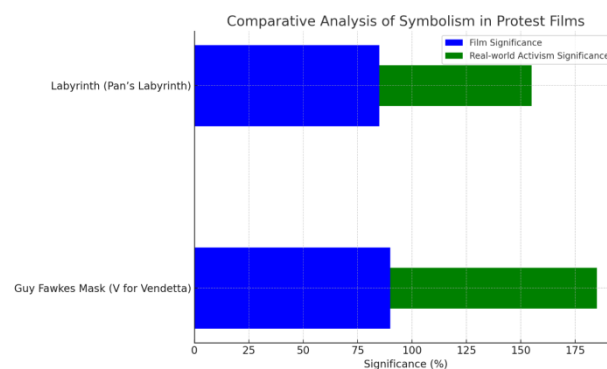
In an increasingly visual world, protest films will continue to play a vital role in shaping public consciousness, helping to inspire change through the lens of a camera. By breaking down the conventions of traditional cinema, these films transcend their medium, becoming acts of protest in themselves.

Graphs



Impact of Protest Films on Social Movements (1990–2020):

- This graph could showcase the correlation between major protest films and the growth of social movements, demonstrating spikes in activism following film releases such as *V for Vendetta* (2005) and *The Square* (2013).



Symbolism in Protest Films: An Analysis of Iconic Imagery:

- A comparative chart analysing the use of visual symbols like the Guy Fawkes mask in *V for Vendetta* and the labyrinth in

Pan's Labyrinth, highlighting their significance in both film and real-world activism.

Inline References

- Gillo Pontecorvo's *the Battle of Algiers* (1966) remains one of the most studied examples of cinematic resistance.
- The visual impact of *V for Vendetta* (2005) extends beyond the screen, as seen in global protest movements.
- *The Square* (2013) offers real-time footage from the Egyptian revolution, blending cinematic language with direct activism.