



## **Fracasso de bilheteria (Portuguese Edition)**

*Mario Kuperman*

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*Mario Kuperman*

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No primeiro ensaio, que dá título à obra, o autor foca em especial, a origem de alguns comportamentos incorporados aos hábitos culturais do brasileiro. Começa pelos preceitos importados do colonizador, em desarmonia com realidade brasileira, e que nos tornaram, já na origem, uma “gente guiada de longe, incapaz de se enxergar”, e chega até a cultura atual --, cultura essa em que a opinião pública substitui a razão individual --, ou melhor, a falta de acesso à cultura patrocinada pelo poder, a preservação da incultura, e a invasão da TV.

No segundo, “Olho nos olhos”, o foco é o cinema e a nova cultura midiática. Aqui vamos, historicamente, da sutileza do olhar à brutalidade da exposição. Usando sua vasta experiência de diretor de documentários, o autor nos conduz, quadro a quadro, a ver. A visão como poderoso instrumento de revelação expõe a realidade de nossa cultura, de nossa identidade, de nosso cinema. Mas a imagem pode ser uma arma para induzir facilmente conceitos ricamente patrocinados por uma indústria milionária. Ainda assim, a informação visual, sobretudo a absorvida via documentário, exerce uma função importantíssima: a de permitir, a cada indivíduo, renovar a visão.

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