



Syria: the next oil awareness movie

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Last night I saw a trailer for the movie [Syria](#). Much like [The Deal](#) and [Oil Storm](#) before it, Syria is a movie in which bad things happen as a result of fuel shortages. Unlike those two movies, however, Syria is a big budget Warner Brothers film starring George Clooney, Matt Damon, Jeffrey Wright, Chris Cooper and a bunch of other big names.

Perhaps more interesting than the movie itself is the fact that it's affiliated with a new movie production company called [Participant Productions](#), which also brings us the website [Participate.net](#).

According to the Participate.net website:

Welcome to Participate.net where the power of media meets the strength of community to make a real difference in the world. Brought to you by Participant Productions, this is the place where activists, moviegoers, filmmakers and issue experts can come together around the real issues presented in our films. You can share your ideas, make friends, and create meaningful change. We hope you will help us build the community as a powerful resource for social activism.

The [webpage for Syria](#) (which, notably, is <http://www.participate.net/oilchange/>), explains why this movie is related to Participate.net's mission:

Our dependence on oil is bad news for our environment, economy, and national security, and it creates dangerous flashpoints in politically unstable regions around the globe. We already have the technology to start fixing the problem today with hybrid cars and renewable energies. These solutions reduce our oil demand, save money, and create new high-tech business opportunities. The energy decisions you make every day can have an impact.

Interesting concept, but I'm not sure that movies (unlike books, for some reason) end up empowering people to make a difference. There are plenty of movies about people making a difference, but do they really inspire new change? Can a movie like Syria (or Oil Storm or The Deal, for that matter) really encourage people to conserve, or make the transition to alternative energy go any faster?



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