

THE TIPPING POINT

BOOK REVIEW

Comprehending the Ins and Outs of a Social Epidemic

ISHTIAQ AHMED

Before going into an in-depth review, just to ensure a better and more meaningful reading experience, let me give you an outside view of how Malcolm Gladwell non-fictions are formulated and constructed.

Gladwell dissects a singular idea into several pieces for better comprehension of the readers; explains those segmented theories in a lucid language and further reinforces the understanding by including various interesting real-life scenarios and case-studies. In this concise yet elaborate portrayal of an idea, Gladwell also relates his brainchild to practical, real-life scenarios where the application and adoption of the idea can prove handy and effective to ordinary people doing day-to-day stuff at schools, workplaces or businesses.

That being told, let's have a sneak peek of the subtitle of the book: "How Little Things Can Make A Big Difference". How

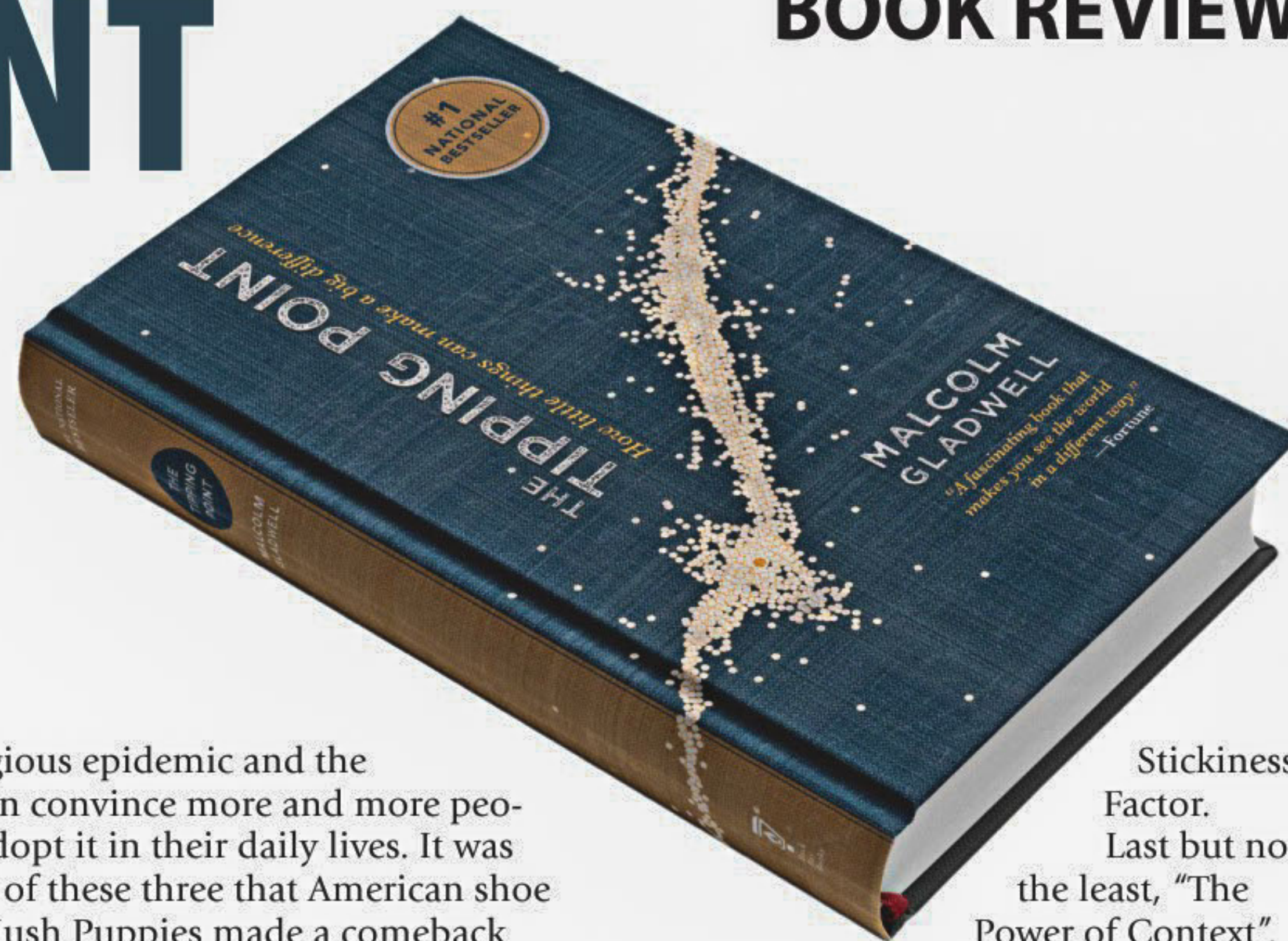
so, you ask? Well, the book begins with the conception of an idea called "The Social Epidemic", or simply to put it, word of mouth. We all see the practical implication of this idea yet we remain mostly unaware of how powerful the concept can be.

How does an idea become contagious to such an extent so as to start a social epidemic? Well, Gladwell argues, that to understand how an idea/endeavour/business concept becomes a social epidemic i.e. becomes successful/popular/trendy, we have to dissect the whole idea of the tipping point of a social epidemic into three concepts: The Power of the Few, The Stickiness Factor and The Power of Context.

For making any idea click, it depends on not a lot, but a few distinct people: The Connectors, the Mavens and the Salesmen. The Mavens digs out the potential of any idea; the Connectors, with their enormous social reach, spread it like

a contagious epidemic and the Salesmen convince more and more people to adopt it in their daily lives. It was because of these three that American shoe brand Hush Puppies made a comeback after being lost for years. The comeback was all because some hip kids back in downtown Manhattan started wearing it again – they made it "tip", throughout America.

The idea can't just survive through word of mouth, and that's where the Stickiness Factor comes in. It has to cling on to people's minds. TV shows for kids like "The Sesame Street" or "Blue's Clues" were able to connect with kids and become popular among them because of this factor. The thing is, an idea doesn't initially have to be sticky – you can make it sticky, and thus, popular. One episode of "Blue's Clues" was telecast five times in a row so that kids were able to comprehend those episodes fully and learn from them. The ideas of the episodes were reinforced in their minds by the



Stickiness Factor. Last but not the least, "The Power of Context".

Sometimes situations or environments surrounding an idea would dictate whether it would tip or not. In the late 1980s, the New York Subways were infiltrated with all kinds of crime. The stations and cars were laden with grim graffiti everywhere. All of a sudden, the crime rate began to diminish drastically. Why, and how? For that you have to understand "The Power of Context". And for that you have to read Gladwell's classic debut non-fiction "The Tipping Point". I promise you, it's going to be one of the best things you've ever read.

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MOVIE REVIEW

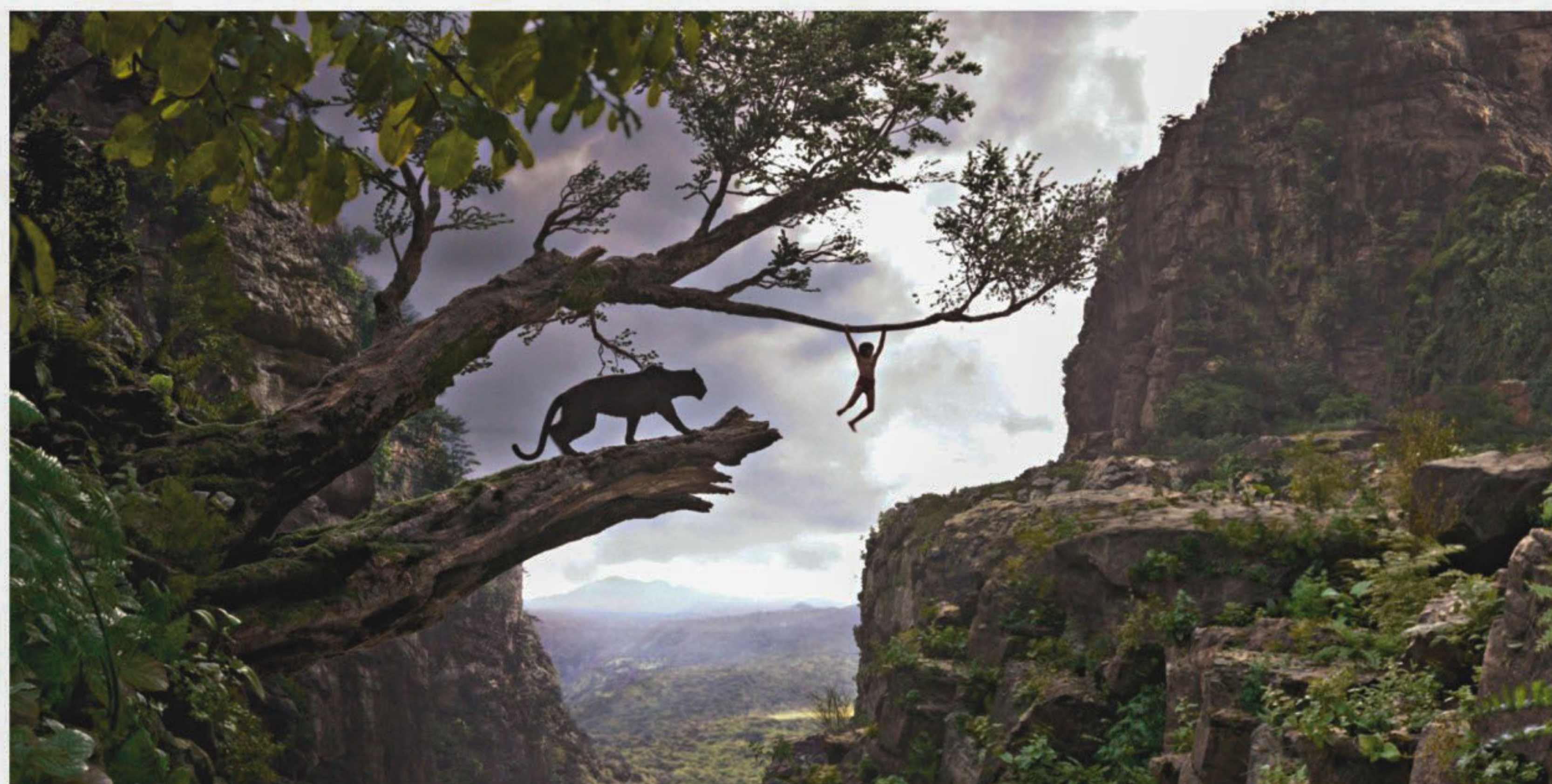
The Jungle Book: A Visual Experience to be Had

FATIMAH AKHTAR

If you're a long time Disney fan, like yours truly, you've probably grown used to the disappointments that come with the Disney live-action. Neither Maleficent nor Cinderella managed to live up to the hype, so when The Jungle Book was announced it was difficult to believe this would be an anomaly. Unlike Sleeping Beauty and Cinderella, The Jungle Book isn't as widely celebrated. It is one most of us have read or watched, but it's not the movie one would imagine would become Disney's best live-action yet. Although Disney may have The Little Mermaid, Beauty and The Beast and Peter Pan live-action in the works, it's quite difficult to believe it will surpass the masterpiece that was this movie.

The story is the same as the one Kipling brought to life on page (and Disney animation on screen). Mowgli is adopted by a family of wolves, to mother, Raksha and father, Akela. But when Shere Khan returns to the jungle and issues a hunt for Mowgli, he must leave with Bagheera, and it is adventure that follows during which he meets Kaa, King Louie and of course, Baloo. This household story is what Jon Favreau turns into a visual marvel to behold. Not only has the story been turned into a visual experience, but it's been given a depth that wasn't present in even the original animated movie.

The live-action is definitely a grown up version of the animated movie, but not in the way that is dark or gritty but rather it's become a coming-of-age movie. Throughout the movie, you get to see the characters grow and change - something absent in its predecessor.



However, the movie takes the time out to pay homage to the original, as is evident from the song Bare Necessities playing in the trailer. The character of Mowgli, played by newcomer Neel Sethi, holds his own among the many animals of the jungle voiced by seasoned actors and actresses. In the first few moments of the movie it's difficult to focus on anything except how realistic the animals and the jungle look. The characters feel more

real, and the voice actors did their characters justice. A personal favourite was Lupita Nyong'o who plays Raksha. The emotional core in this movie is much stronger. There are also great action scenes that are a highlight for the movie. The once cutesy story of a little boy in the jungle has been turned into one that made even grown adults in the theatre cry. And I'm not only speaking for myself here.