

REPORT ON THE FILM "THE BEST EXOTIC MARIGOLD HOTEL"

OBJECTIVES:

The aim of this activity is to analyse culture shock and examine the adaptation and acculturation processes experienced by people who are in contact with a different culture. Elements that help or hinder people in overcoming culture shock are analysed. The abilities needed to effectively communicate cross-culturally are also developed.

METHODOLOGY:

Students will watch "The Best Exotic Marigold Hotel", a film directed in 2012 by John Madden. After watching the movie, students must prepare an individual analysis.

The deadline for submitting the analysis to the *Aula Virtual* is 11.55 pm on 17th April.

During the session on 22nd April students will participate in a debate based on the questions discussed in this report.

The file containing the analysis must be labelled as follows:

- **CCM2021_Film_Report_FamilyName_Name** This file will contain the written report. For example, when submitting her report, student Mary Smith should label her file: [CCM2021_Film_Report_Smith_Mary.doc](#)

No reports will be accepted after the scheduled deadline.

Plagiarism will be severely penalized.

INTRODUCTION TO THE FILM "THE BEST EXOTIC MARIGOLD HOTEL"

This film tells the story of seven elderly British citizens who, for various reasons and under different circumstances, go to a residential complex in India for their retirement. On their arrival in India they begin to face unexpected situations that become more and more frequent while they stay in the country.

The characters in order of appearance are:

- **Evelyn**, a recent widow forced to sell her home after learning that her husband has squandered their nest egg.
- **Douglas and Jean**, a quarrelsome couple who sank their life savings into their daughter's failing start-up.
- **Madge and Norman**, adventurous older singles on the prowl for romance.

- **Graham**, a retired High Court judge who grew up in Jaipur and is returning there for the first time since his youth.
- **Muriel**, a xenophobic, racist termagant and retired housekeeper in need of a hip replacement who makes the trip because the surgery in India is cheaper and does not entail a months-long wait.

TASKS TO COMPLETE FOR THE INDIVIDUAL REPORT

This is an **individual activity**. You must answer the following four questions. The maximum length of the report is three pages. It should be based on the experiences of these characters.

1. Identify the cultural dimensions, from any classification (Hofstede, GLOBE, Gesteland, Trompenaars, etc.), in which Sonny and the British guests show the most differences and represent the greatest source of conflict or misunderstanding (you don't have to refer to all the dimensions in the classifications).
2. Compare the communication styles used by Sonny and the British guests of the hotel. How do these differences affect communication?
3. Which characters show the most ethnocentric behaviour? Identify the situations in which the characters behave in an ethnocentric way. What are the assumptions under which those behaviours are based?
 - Does Graham show any signs of ethnocentrism? Explain.
4. Analyse the different stages of cultural shock/the acculturation process of two British characters in the movie.
 - Briefly justify why you selected those two characters.
 - Your analysis must identify which factors trigger the different stages of cultural shock/the acculturation process. You must include aspects such as the role played by attitude, expectations, motivation, past experiences, preparation, role shock, personal shock, cultural differences, etc.
 - Note: to answer this question, you should not tell the story of the characters but explain their behaviours.

References: Before watching the film, you should read the articles on culture shock and adaptation available in the *Aula Virtual*:

- Howard, C. (1974): "The returning overseas executive: cultural shock in reverse". *Human Resource Management*, 13(2), 22-26.
- Winkelman, M. (1994): "Cultural shock and adaptation" *Journal of Counseling and Development*, 73(2), 121-126.