

# Movies & Languages Film Festival 2023-2024

## Air

**About the movie** (in English with English subtitles)

<b>DIRECTOR</b>	Ben Affleck
<b>YEAR/COUNTRY</b>	2023/ USA
<b>GENRE</b>	Sports drama film
<b>ACTORS</b>	Matt Damon, Ben Affleck, Jason Bateman, Marlon Wayans, Chris Messina, Chris Tucker, Viola David



### PLOT

The film is based on the story of Sonny Vaccaro, a Nike employee, and his quest not only to convince the company to choose a talented rookie to be spokesperson for their basketball shoes but also to convince the rookie himself, Michael Jordan, that Nike is worthy of his talent. The year is 1984 and Nike is not doing well. Phil Knight, the CEO, does not want to waste money on the basketball line, particularly because Converse and Adidas are much stronger. Jordan is one of the most talented young rookies of the year. He has been chosen by the Chicago Bulls and is set to wear Adidas. Sonny does everything in his power to win over all, including Jordan's mother. In the end many victories are achieved: the company begins to thrive; athletes are for the first time given a percentage of the revenue; and, finally, Air Jordans are created.

### LANGUAGE

On the one hand, the language is that of corporate America for brand and product building, as well as, business deals, board room talk, sales agents etc. On the other, you hear company employees using locker room language.

### VOCABULARY

<b>Beavertown:</b> A small city in the state of Oregon which is the home for the headquarters of Nike. The area is very green and very rainy	<b>To stretch the envelop:</b> to pay more
<b>Jogging suit knock off:</b> a quickly produced jogging suit	<b>Mock up presentation:</b> an artistic presentation of a design or product
<b>The cops might pull you over:</b> the police could stop you	<b>Stalking horse:</b> a person or thing that is used to hide someone's real intentions
<b>DMC:</b> one of the first black electronic groups. RUN DMC song for Adidas: <a href="https://www.youtube.com/watch?v=Qx0huz6TiLo">https://www.youtube.com/watch?v=Qx0huz6TiLo</a>	<b>A craps table:</b> the table used to play the gambling game called "craps"



<b>You can't hoot with the owls and fly with the eagles:</b> you can't stay up late partying and still perform well	<b>Rookie:</b> a player who has never played professionally
<b>Savvy advisor:</b> an advisor who is very intelligent and acute	<b>Selling sneakers out of the back of your Plymouth:</b> a traveling salesman who sells sneakers from his car. Plymouth was a American car brand
<b>When you're down on the canvas, you pop right back up:</b> When you are not doing well, you come back and start performing very well	<b>Folk or folks:</b> your family or someone's family
<b>To toss out some ideas:</b> to throw away or not use some of the things you thought of	<b>To endorse:</b> to express support or approval
<b>The sixth pick on the draft:</b> the sixth choice on the list	<b>Retainer:</b> the money paid in advance in order to have the services of a lawyer
<b>Who's gonna paint the fence:</b> who is going to be the man in charge	<b>A roster:</b> a list
<b>Clubhouse issues:</b> if you have these issues, you are not able to get along with other people	<b>To harbour and nurture an obsession:</b> to have and to cultivate an obsession for something
<b>To berate people:</b> to insult and downgrade people	<b>To be cavalier:</b> to be aggressive, arrogant, and determined
<b>No insight:</b> no ability to think in depth particularly about the future	<b>To step into someone's shoes:</b> to aware of the situation or feelings of another person
<b>Shoe dog:</b> the boss of Nike	<b>To blow out his knee:</b> to hurt his knee
<b>NBA finals are on tape delay:</b> many people are not watching the NBA games live on TV, but they are recording them to watch them later	<b>It will grow on me:</b> I will get used to it and begin to like the idea
<b>A layover in Vegas:</b> to get off the plane in Las Vegas and stay there for a while	<b>Hook shot off the glass:</b> a shot in basketball while standing sideways to the basket and rebounding the ball off the glass backing before it goes into the basket
<b>P and L statement and keeping the board happy:</b> the profit and loss statement and keeping the shareholders happy	<b>To incur fines:</b> to accumulate fines/costs
<b>Arthur Ashe Racquet:</b> first aluminum tennis racquet. Arthur Ashe was a famous tennis player at the time	<b>A percentage of the revenue of each shoe that is sold:</b> a direct revenue share
<b>To tap into the player's identity:</b> to understand the player and use his personality as an advantage	<b>A ground breaking fee:</b> a revolutionary new payment system
<b>He doesn't wear the shoe he is the shoe:</b> brand identity and the person sponsoring the brand become one and the same	<b>You eat we eat:</b> You make a profit, we make a profit
<b>A compelling pitch:</b> a very persuasive sales pitch	<b>At the buzzer:</b> just in time before the game ends

