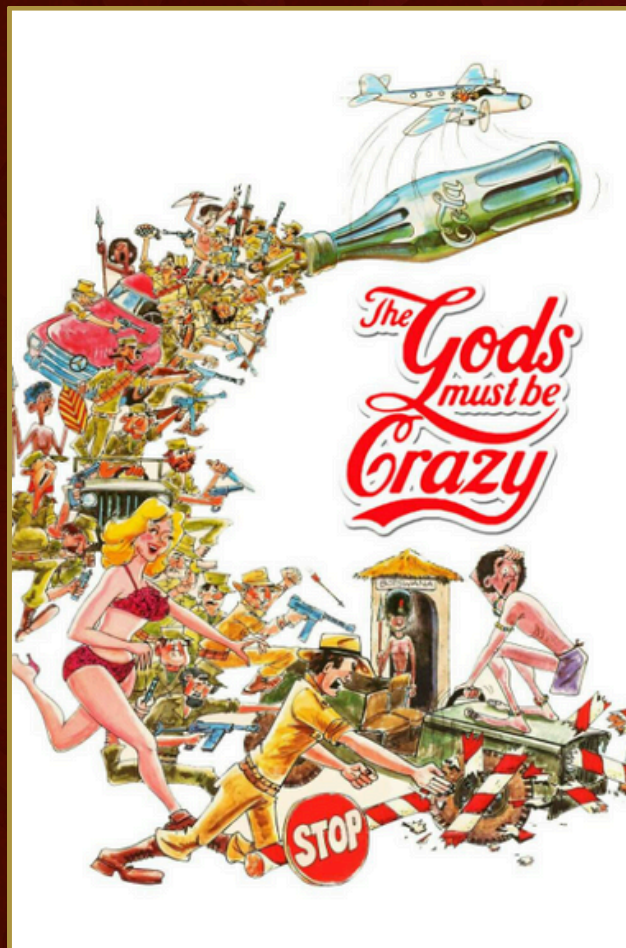


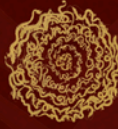
The Gods Must Be Crazy: **A Landmark in South African Cinema**

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A poster of the film, *The Gods Must Be Crazy*

Source: Letterboxd

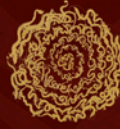


The Gods Must Be Crazy, directed and produced by Jamie Uys, was released in 1980 and created a beautiful landmark in South African Cinema by breaking the barriers of borders and setting box-office records globally. Its unique narrative, blending slapstick comedy and satire, was well-received by audiences, making it the highest-grossing South African film of its time.



Shots from the film, *The Gods Must Be Crazy*

Source: IMDb

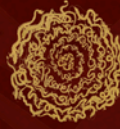


The film begins in the Kalahari Desert, where the peaceful life of a San (Bushman) tribe is disrupted when a pilot in a small plane throws an empty Coca-Cola bottle out of the window. The plot seems simple, and someone who hasn't seen the film might wonder, "What can an empty Coke bottle do to a community?" The comedy in the movie arises from the conflict caused by the clash of modernity and traditional societies. Although the audience laughed at the comedy, the film also faced criticism for not respecting the complexity of the Indigenous experience and making comedy out of it.



Jamie Uys
Source: IMDb

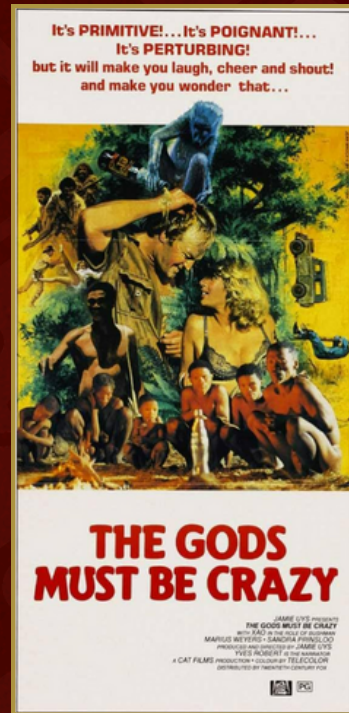
Filmmaker Jamie Uys invested a significant amount of effort and creativity in bringing the film to life. He cast real Bushmen from the Kalahari Desert as characters and filmed in real locations with minimal crew. The process was challenging due to the remote locations, difficult environmental conditions, and the complications of working with a non-professional cast. However, that creative decision added a layer of authenticity to the film.



Shots from the film, *The Gods Must Be Crazy*

Source: IMDb

The visual language of the film was distinctive and changed according to the essence of the scenes. The tribe scenes at the beginning had a style similar to wildlife documentaries, creating a feeling as if the viewers were watching from within the forest. As the movie progresses, the visual language undergoes a journey. Some scenes created an elevated reality, successfully generating comedy without dialogue. Jamie Uys's style of visual storytelling resulted in a strong cinematic experience within the budget constraints of South African cinema.



Posters of the film, *The Gods Must Be Crazy*

Source: IMDb

The Gods Must Be Crazy stands as a remarkable achievement in South African cinema, blending humor, cultural commentary, and innovative storytelling. Most importantly, the film opened the doors of the international box office to South African cinema. It inspired South African filmmakers to dream beyond their country. Despite budget constraints, its impact on both South African and global cinema makes *The Gods Must Be Crazy* a true landmark in the history of Cinema.



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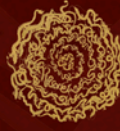


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