

Genre and Target Audience

Action films are as much a part of the American landscape as, well, the American landscape. A universal and evergreen source of typically reliable revenue for studios, this genre nails their most coveted core demographic: 13-year old boys to late-thirty year old men - and the abundant ancillary merchandising opportunities this group affords. These films also tend to travel well abroad as they are far less reliant on dialogue and cultural context than they are on visceral danger and cinematic excitement.

21 Hours is a classic action film but it is also very much a thriller with elements of road movies, crime and war films. The terrorist plot is contemporary and globally realistic and relevant. As a thriller, *21 Hours* thrusts the requisite innocent, claustrophobically trapped victim into a careening struggle against insurmountable odds and of course: an ominous ticking clock.

A homage to this genre's great lineage, our Hero draws on resources he didn't know he had, rallies a team around him and leads them through the cat and mouse game to outsmart the evil terrorist. The road trip, action and adventure genres all come together through the wide variety of modes of transportation: from his supercharged Saleen F-16 Challenger, to the F-18 fighter jets, Cobra and CNN helicopters, trucks and even a motorcycle gang that conduct an impromptu road block. Our "Everyman" rises to the unwelcome occasion and arcs into a Hero during his cross-country race by avoiding snipers and collisions while his brother and brother's girlfriend rescue mom then divide and conquer. She applies her computer and bomb brain skills to navigate and protect him while his brother fist fights their General father out of captivity.

And we didn't forget the drama. The stakes characters range from his beloved wife about to give birth to his firstborn, his resilient mother and heroic father - not to mention, his native land. The whole movie is non-stop, suspenseful action with an end no one sees coming.

Comparable Films

