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Introduction

What is this essay gonna be about? Stay a while and listen and I'll spin a yarn for you. So, The Bee Movie, right? Horrible stuff. Full of bad puns and it has romance between a woman and a bee. How are they going to have sex?

Well in any case, shit's full of capitalist bourgeoisie propaganda yo. A just court? Humans entitled to animal products? Open your eyes, sheeple. Quit dreaming. They're brainwashing you and you don't even know it.

I'm gonna say it like it is. DreamWorks are after your moneys. They want you to buy honey. Stuff. I dunno. Not that eloquent.

Oh, I'm also gonna say that I'll be critical of the idea of *myth* and analyse it in the sense that whether it was intentional or not, and how we can prove we aren't overthinking things. Spoiler: it's all a steaming pile.

My understanding of Myth

Ah, Barthes. My lunatic friend. I think he's full of shit but out of respect for you Paula I'll take his word for what he says. This isn't a sarcastic statement, I really will and I will do it out of respect for you. I just repeated myself.

Myth is hidden propaganda. Like, you see this pizza ad, yes? Pizza on the table in an Italian restaurant. A moustache'd chef putting it on the table, all steaming. So the person wipes his greasy fingers on his shirt, sips his coke, takes a piece, bites... and oh, he's in Italy! Full of class, wearing a suit. Wine and beautiful olive groves all around him, and- actually I think that's Greece but whatever.

So it's about pizza, that's what it's trying to sell, you with me, right? Well no. It's actually already sold you coke. See, it's just a natural piece of the background. That's how myth works. Not the only way, but one of them.

Distort truth and insert something as natural. Hidden propaganda.

Same in film. You look for what the author is trying to say or maybe just jack off, and don't notice how the world is built. But your brain notices, your subconscious notices, and it ingrains in you. So you think drinking Coca-Cola is natural. But think again. Why the fuck would you drink that liquidised piece of shit? It tastes worse than piss. Pee in a can and put 16 sugar cubes in and it'll taste better. And less sugar, too, so lower risk of diabetes. But it's hip so people drink it. (coke not piss)

Short plot summary

Yeah so The Bee Movie can be divided into three acts. It can be divided into any number of acts, actually, but I divided it into 3.

1. Beehive. Job for life. Sad place. Our bee escapes and finds a human friend. Breaks many bee laws and falls in love. Impossible love. Sad!
2. Bee discovers honey jars in shop. Appalled, looks for the source – and oh god! – people have honey factories. Like, bee farms. Honey farms. Dunno the proper term for it. It's not OK, and not just that but people use that hard-earned honey in stupid ways. Toothpaste? Candles? Wtf. Bee sues humanity in court. Humanity defended by caricature villainised bourgeoisie lawyer representing the honey industry. Bee wins, humans cheer.

3. The pendulum of justice shifts the other way. Whatdya know? Bees got all the honey back. No need to make more, so they get lazy. But! Not pollinating flowers, the bees let all of them die. Very sad. Through smartassery they fix the situation and restore the balance to the force. Humans eat honey, bees work. Everyone happy.

Theses

Separation of evil – people and corporations

Well, did you notice how the normal people were the good guys too? They cheered on the bees, hey. The corporations are the bad guys, so blame them. We just buy their honey, and, like, legitimise their business. Not guilty.

To find the myth, see the benefit from it. The myth here to rid people of the guilt. Why? To legitimise their consumption. No secret how the food industry treats animals and shit, but if ever some problem surfaces, we'll find a scapegoat and continue doing our usual crap.

Separation of evil – government and corporations

Shifting the blame – are humans entitled to honey?

So, like, remember what I said about the scapegoats? Not just that, but they also implied that humans *should* continue their compulsive expenditure. I mean eat honey. Look, they stopped using it and what happened to the bees? Degradation! So let's exploit them more to keep em in shape.

Now, I'm not for this new world vegan assfaggotry. I think we can eat cows if we want to, and anyway god is dead (Nietzsche 1882) (filling out my reference quota here) so there's no need for morals or empathy. But the way the movie justifies humans' consumption of honey is just false. Take that honey if you want, but don't give me that weak ass reasoning that we're a natural part of their food chain.

Like, seeds. Birds eat em, that's what they're for really. Cuz then the birds shit them out and new bushes are born.

But humans didn't play this role in the bees' evolution. So Mr Seinfeld can kindly put his opinion back up his anal cavity. I bet it's loose now after decades of being such a faggot.

Conclusion

I must admit that Barthes is right. The Bee Movie opened my eyes and I'm not even kidding. I can see now. It's so much easier to navigate in my room. Thanks Mr Barthes.

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