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Israeli Cinema

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Time of the Cherries Analysis

A close analysis of the film *Time of the Cherries* (1991) directed by Haim Bouzgalo reveals several messages about how the pressure of war can damage not only your mind but your spirit. Bouzgalo defines these meanings throughout the film by expressing the general theme using multiple different avenues to convey his message.

To begin, our story starts with the main protagonist of the film Mickey, who is an established ad agent from Tel Aviv which is a major city in Israel located on the Mediterranean coastline. Mickey uses both his charm and wits in order to smooth talk both his clients or other executive members about his new ideas for ad campaigns. However, when he receives his active reserve duty call in the mail during a time of great uncertainty with the Lebanon war in full swing. He is forced to pivot his lifestyle and serve his country in a war many do not support or want to continue fighting. Mickey uses this opportunity to entice an American reporter to be attached with him during his deployment. This added pressure of having a media personal along with the stress of possibly being killed slowly drains Mickey by the conclusion of the film.

Next, this film is classified as a Drama, yet the war scenes create a sense of action and tension for the viewer. Similar to the feeling many of the reserve soldiers were experiencing during their time serving as an active reserve member. This film is about the agony of war and how the perception is changed based on the side you are viewing it from. For instance, Mickey was viewing the war from a pre notice stance the war won't be bad; however, this switches to an insane madness by the time there is a false alarm with the car in the middle of the square. War affects you differently very similarly to how advertisements impact certain people. In addition, the American news reporter symbolizes the eye of the world looking in on the issue. Which ties in with Mickey's profession because in advertising you are responsible for painting an image to the customer about a certain product. For example, the ad campaign Mickey is creating before he received his notice was about smoking cigarettes. We know smoking cigarettes are bad for your health, yet this doesn't stop people from buying cigarettes similarly to how war happens in our society. Everyone is aware of how this affects the other side along with the communities where it is taken place but we still go to war.

Stated above, the analysis about the main theme and symbolism in *Time of the Cherries* (1991) exposes the intense amount of pressure war has your mind and your spirit. Bouzgalo explored these meanings throughout the film by expressing the general theme of war is a cover up for something greater and used the symbolism of advertising to help achieve this overall effect. There will always be another war to fight between nations or societies, another ploy to distract the people from a more outlining issue, and there will always be another time for cherries.