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WHEN TOM CRUISE SAID: “YOU COMPLETE ME!”

Abstract:

The researcher collates a set of proposal lines from mainstream Hollywood movies, and through the symbolic lens, attempts to understand the profit that such artistic endeavors contribute, through the political unconscious of the consumer, to the furtherance of the economic system they are a product of. The correlation of Modern Art, Branding, Maslow’s Hierarchy and Feminism with the popular proposals reveals the strategic positioning of self-actualization as a valid economic capital. Eventually the researcher contends that self-actualization is nothing but sublime self-esteem. In the process she also derives a new communication technique that is a powerful tool for persuasive communication.

Keywords:

Proposals, Modern Art, Maslow’s hierarchy, Branding, Feminism, Symbolic Technique

JEL Classification: Z11, M30, M31