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Film Analysis

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Juice Film Analysis

The movie Juice is an action, crime, and drama movie, written and directed by Ernest R. Dickerson and Gerald Brown in 1992. The movie includes four teenagers who go by the names; Raheem, Bishop, Quentin "Q", and Steel who all grew up in Harlem, NY. Their daily routine normally consisted of skipping school to hang out in the arcade or studio; where Q was more interested in becoming a DJ. After some time, the group became fed up with the way they were being treated in society by certain adults such as the owner of the corner store, their parents, and the police. They also got tired of being harassed by a Puerto Rican rival gang in the neighborhood and simply wanted to be respected by all. With that being said, Bishop decided it was time to demand it.

Bishop encouraged the group to rob the local store to teach the owner a lesson but instead, it turned into a murder scene when Bishop shot and killed the owner. Bishop's other friends were not pleased with what he had done so they approached him about it, reacting impulsively he murdered one of his own friends, Raheem. At this point, Bishop is slowly becoming addicted to killing, believing that would allow him to gain the respect that he always wanted. Moving forward, Bishop started going on a killing spree which led to him turning in his own friends with plans of framing the remaining two friends for those murders he committed. He tried to murder them both but he failed and in the end, he ended up falling off a building to his own death.

Bishop was the main character in Juice. He was often seen wearing baggy clothing, denim

or really oversized jackets and hoodies. In the 90's there were a variety of influences that played a part on the characters apparel choices, and music was a major part of that. Hip hop was becoming increasingly popular as the rise of DJ battles and hip hop parties skyrocketed. Artists wore garments such as kangol hats, bucket hats, heavy chains and layered their clothing a lot which is demonstrated throughout Bishop's unique outfit selections.

While watching the movie I noticed the hairstyles that the majority of the male characters wore. These hairstyles stood out a lot to me because not only are they still very popular in today's society, the 90's era really gave birth to and popularized a variety of men's haircuts such as high top fades, afros, and curly fro's, which you see widely throughout the movie. Even the parts and the designs in the hair that you can see on Bishop and Steel were very popular during this time. In fact, Bishop's haircut has actually inspired a lot of people in the late 90s and early 2000's, to cut their hair with the same exact design and call it the "Juice". It was a trend that a lot of people followed so they can look the part just like Bishop did.

A character that stood out in this movie is Quincy who goes by the nickname Q. Q was a person that had goals and dreams for himself, he desired to become a well-known DJ and show the people in his community that he can be the best. Q's motivation came from being raised by his mother and having a little brother who looked up to him. He was forced to be the man of the house at a young age, with duties of having to take care of the family. Djing allowed him to do what he loves best and allow him to achieve the goals he envisioned for him and his family.

The way that Q dressed fit his personality. As a person that was a cool kid on the block and wanted to be the number one DJ in the community, he dressed in comfortable, baggy clothing and in the latest trends. He had to look like he was established, and the clothes that he wore helped him

play the part. During this time, if you wanted the kids to look up to you or respect you, then you would have either had to have that “I got it” look or let people know you are known.

The costuming in *Juice* is hip hop style. In the '90s the young men that were portrayed in the film, wore garments such as baggy pants, parachute pants, sweatshirts and hoodies, while the women wore baggy denim jeans, large hooped earrings and a lot of bucket hats. Colorful patterns such as plaid were worn as well, while many people wore timberland boots and black or brown doc martens. The popular styles in the 90s were streetwear, retro and grunge which was the most mainstream fashion that was portrayed throughout the movie. Hip hop style charisma was portrayed throughout the movie, as the men were seen wearing loose fit clothing. The characters were also always in motion, running moving around which represented their style and character.