

Cultural Daily

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Hollywood Has A Growing Appreciation For Foreign Cultures: Top Movies Of 2022

Our Friends · Wednesday, March 2nd, 2022

North American films attract massive audiences around the world, which is why film companies based in the US and Canada control the majority of the world film industry's market share. This power has led to the promotion of North American culture and tradition through film, resulting in a global language, lifestyle, value and ideology effect.

However, as time has gone by, Hollywood has started to produce movies differently. In part, this is due to changing social trends and a growing appreciation for other cultures. This appreciation is visible in the list of anticipated movies of 2022.

The Woman King (2022)

The Woman King is an upcoming American historical epic film starring Viola Davis, Lashana Lynch and John Boyega. American screenwriter Dana Stevens wrote the film, which follows the general of an all-female military unit in the Kingdom of Dahomey. Dahomey was a West African kingdom that existed until 1904. The film will be released in September 2022.

The production of the Woman King by Song Pictures Releasing aligns with what we're seeing in other forms of entertainment. There is a growing interest in African stories, music, and themes. For example, Afro-beats artists like WizKid have become household names in the music industry after rising to fame in 2016, and in 2021, Nigerian singer and rapper Burna Boy won a Grammy for Best World Music Album at the 63rd Annual Grammy Awards.

Likewise, we see this same interest within the gaming community. Video games such as Tomb Raider: Legend (2006) are set in Africa and the music accompanying the game features a variety of authentic instruments, including African drums. Perhaps more noteworthy is the recent cultural turn towards Egyptology, which is playing out across various cultural fora.

In film, we see the likes of the 2017 reboot of The Mummy franchise, while more recent releases such as the 2020 film Luxor and 2022's Death On the Nile revel in the sights and sounds of Ancient Egypt. In the world of gaming, we see similar parallels, with Assassin's Creed: Origins being one of the most prominent examples.

The broader cultural revival of Egyptology is especially marked in the online casino industry, where dozens of the most popular slot games now played worldwide focus heavily on an Ancient Egypt theme. If you look at a major international slots provider such as [Mr Green Casino](#), you'll

find that many of the top titles focus on Egyptology, with slots such as Book of Ra, Cleopatra, and Book of the Dead all proving popular with gamblers. Perhaps we'll be seeing a lot more Ancient Egypt in the months and years to come.

The Northman (2022)

Similarly to African culture, there is an overwhelming interest in Vikings and Icelandic culture in not just North American games, such as Assassin's Creed Valhalla, but the film and television industry too. Over the years, dozens of television shows have been released with these themes, such as Vikings (2013-2020). As per <https://collider.com/>, Netflix is now making a sequel series, which highlights its success.

On the big screen, one of the most anticipated movies of 2022 is Robert Egger's epic historical Viking revenge saga called The Northman. On April 22, 2022, The Northman, starring Alexander Skarsgård, Nicole Kidman, and Anya Taylor-Joy, will be released in the United States by Focus Features. Universal Studios will then distribute the movie internationally.

The Northman is set in Iceland at the turn of the tenth century, and the story follows a Viking prince, played by Skarsgård, who embarks on a mission to seek revenge for his father's murder.

What Started This Trend?

Today, North American film companies don't only focus on promoting North American culture in homegrown films, but they are making movies that serve people outside of the US and Canada too.

Movies are not only meant to entertain people. They can also diversify foreign markets, increase market share, and, according to <https://reflectiveteachingjournal.com/>, encourage intercultural communication. That's why we're seeing other forms of entertainment implement similar ideas, such as gaming and music.

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