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**To be used in answering**  
**SECTION 4 – MEDIA STUDIES**

## EDITORIAL COMMENT

## Take the 'No Ice Bucket Challenge'

Facebook has become saturated with videos of people dumping buckets of ice on their heads. They're taking the 'Ice Bucket Challenge', a viral phenomenon whose apparent purpose is to raise money for charity.

Yet it's hard to shake the feeling that, for most of the people posting ice bucket videos of themselves on Facebook, Vine and Instagram, the charity part remains a postscript. Remember, the way the challenge is set up, the ice-drenching is the alternative to contributing actual money. Some of the people issuing the challenge have tweaked the rules by asking people to contribute money even if they do soak themselves. Even so, a lot of the participants are probably spending more money on bagged ice than on the charity concerned.

As for 'raising awareness', few of the videos I've seen contain any substantive information about the charity, why the money is needed, or how it will be used. More than anything else the ice bucket videos feel like an exercise in raising awareness of one's own zaniness and/or attractiveness. Watch some videos and you'll see the stunt is really just about getting friends to film themselves doing something dumb for no reason. The charity is an afterthought.

That's why I'm proposing what is sure to be an unpopular alternative, it's called the 'No Ice Bucket Challenge' and it works like this:



Do not fetch a bucket, fill it with ice, or dump it on your head.

Do not film yourself or post anything on social media.

Just donate the money and feel free to politely encourage your friends and family to do the same.

Congratulations! Not only have you contributed to a good cause but you've done your part for the environment by conserving the energy and fresh water required to make and transport large bags of ice. Be warned though, it is not for the faint of heart. It requires huge fortitude to give away your hard-earned cash without the promise of receiving piles of Facebook Likes in return.

Adapted from an original article by Will Oremus on [www.slate.com](http://www.slate.com)

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## THE EXPENDABLES 3 (2014)



**TOMATOMETER** ?
All Critics | Top Critics

### 32%

Average Rating: 4.8/10  
Reviews Counted: 151  
Fresh: 49  
Rotten: 102

Consensus: Like its predecessors, Expendables 3 offers all-star thrills for old-school action thriller fans ... but given all the talent assembled, it should have been a lot more fun.

**AUDIENCE SCORE** ?

### 50%

liked it

Average Rating: 3.3/5  
User Ratings: 74,691

### MOVIE INFO

In THE EXPENDABLES 3, Barney (Stallone), Christmas (Statham) and the rest of the team come face-to-face with Conrad Stonebanks (Gibson), who years ago co-founded The Expendables with Barney.

Barney decides that he has to fight old blood with new blood, and brings in a new era of team members, recruiting individuals who are younger, faster and more tech-savvy. The latest mission becomes a clash of classic old-school style versus high-tech expertise in the Expendables' most personal battle yet. Lionsgate and Millennium Films present a Nu Image production.  
© Lionsgate

Rating: PG-13 (for violence including intense sustained gun battles and fight scenes, and for language)

Genre: [Action & Adventure](#)

Directed By: [Patrick Hughes](#)

Written By: [Dave Callaham](#), [Sylvester Stallone](#), [Katrin Benedikt](#), [Creighton Rothenberger](#)

In Theatres: Aug 15, 2014 Wide

On DVD: Nov 25, 2014

US Box Office: \$39.3M

Runtime: 2 hr. 6 min.

Lionsgate Pictures [Official Site](#)

### Critic Reviews for The Expendables 3

There are no surprises to be found here. The Expendables 3 is exactly what you'd think it is – a disappointing mish-mash of a throwback, trading in on its star power, with its eye safely fixed on producing more sequels ...

**Eric Melin, Critic**, [Scene-Stealers.com](#)

The characters in the film are somewhat engaging, but the action scenes are almost as incomprehensible as the plot.

**Robert Roten, Critic**, [Laramie Movie Scope](#)

The Expendables 3, trading on our affection for action stars of the past, has officially worn out its already shaky welcome.

**Peter Travers, Critic**, [Rolling Stone](#)

[View All Critic Reviews >](#)

### Audience Reviews for The Expendables 3

The explosions and guns are peppered throughout this bad boy, but it suffers from being less gory than the first one and less silly fun than the second. Its highest redeeming factor is Gibson's surprisingly potent performance.

**Kase V, Audience Reviewer** ★★

New team. New attitude. New mission. Entertaining Movie! Expect the Expected. Another year, another Expendables movie. It follows in the footsteps of the prequels with the violence toned down a bit cause of the PG13 rating. Enjoy the ride for what it is and don't take it too seriously and you will be entertained.

**MANUGINO, Audience Reviewer** ★★★

One of the greatest action movies franchises of all time delivers another great sequel that pulls all sorts of punches, kicks and bullets. The best Expendables movie yet. It's a spectacular, heart-pounding and explosively entertaining action-packed edge of your seat thriller. It's turbo-charged fun from start to finish and just makes you want more even when the credits roll.

**Al S, Audience Reviewer** ★★★★★

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