

## ON HOW SOCIAL MEDIA HELPED TO THE SUCCESS OF JOHN CARNEY'S FILM TEXT *ONCE*

### AUTHORS

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In John Carney's film text *Once* (2007), the two main characters (unnamed guy, played by Glen Hansard, and unnamed girl, played by Markéta Irglová) are reluctant to transition from the analog era to the digital age. They do not use mobile phones and are willing to resort to cassette tapes. They take the Compact Disc player to be something sophisticated and difficult to handle. Unnamed girl has a television set in her flat and she kindly allows other less fortunate migrants to come in and watch it. Eventually, the most technologically advanced action performed by one of the two main characters in the film may be said to be unnamed guy using an automatic check-in machine at Dublin airport. All of this is an indication of how far the characters depicted in the film are, with regard to technology, from our globally connected world.

Paradoxically enough, it was precisely technology and the social media used worldwide that helped to lead *Once* on the path of international success.

### Research aims

The aim of this paper is to explore the way in which the technology-resistant characters in the film have managed to have such widespread repercussions worldwide, on the one hand, and, on the other, how social media and the Internet contributed to turn *Once* into a 'sleeper' phenomenon.

The conclusion is that John Carney consciously evokes a feeling of nostalgia for the analog era at a time when the iPhone was about to be released for the first time. Although the world changed drastically after Steve Job's original presentation of this "three revolutionary products"-in-one single device (Jobs, 2007), there are many who, in spite of living in a digital era, still empathise with the characters' reluctance to technology in *Once*.

Glen Hansard and Markéta Irglová did not only provide the film with a perhaps unexpected 2007 Academy Award for Best Original Song, taking into account the film's low budget, but also left behind them a story for the nostalgic to be followed in our modern age through social media on the Internet.

**Keywords:** *Once* – John Carney – Analog era – Digital age – Social Media