

# *The Brave New World of Valuing Life Sciences and Healthcare Enterprises*

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Valuing Life Sciences and  
Healthcare Enterprises*

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# Synopsis

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In the Brave New World, human lives are the product of test tube manipulation and the value of emotion is gone. Everyone is molded to fit into the Caste System, a deeply engraved social hierarchy, that ranges from the powerful Alphas to the inferior Epsilons. The idea of giving birth has a connotation of smut and sexual promiscuity is encouraged for all starting at a very young age. Lenina is a prime example of the new world. She was in a somewhat long-term relationship with a man named Henry, but became distracted by a man named Bernard. Bernard disapproves of the new world and goes against the grain of society. Later, John the savage is introduced. He lived outside of the new world and was not accustomed to their way of life. The spotlight is shed on John for the rest of the book as his background is revealed. Eventually, Lenina becomes infatuated with John, but John is repulsed by her. As a result of his obvious disapproval for the Ford way of life, he retreats into a remote area, where he "purifies" himself through vomiting and whipping. This draws on several spectators, and John goes on to do things that directly go against his beliefs and that he would deeply regret the next morning.

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# *Setting/Plot*

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London- A.F.(After Ford) 632

New Mexico- Savage Reservation

The protagonist, Bernard, struggles to overcome his internal conflict of accepting the social norms of the society he lives in. Bernard desires to be important, which is almost impossible in a society so heavily conditioned. Fortunately he brings back a savage to the New World, instantly boosting his reputation.





# *Tone*

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- Parodic-"Oh My Ford!"
- Dramatic
- Cold
- Aloof





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"And if ever, by some unlucky chance, anything unpleasant should somehow happen, why there's always some to give you a holiday from the facts. "



# *Characters*

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Mustapha Mond -One of 9 World Controllers



Bernard- Protagonist, Isolated by others.  
Doesn't meet society's physical standards.



Lenina- Meets society's standards that are desirable. Uses Bernard to distract people from her almost monogamous relationship with Henry Foster.



John "The Savage"- Son of the Director, raised on an Indian Reservation with his mother Linda.



Hemholtz- The Director. Individually aware like Bernard, however, accepts the fact that these emotions cause "social instability. "

# Allusion

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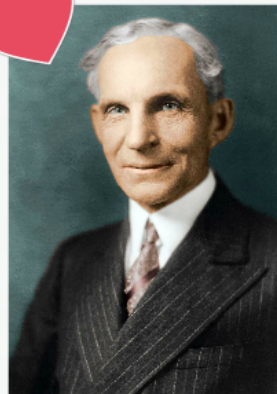


William Shakespeare's work is referred to by John the savage, for they are the only books he's ever read. "O Brave New World!" - The Tempest



John "The Savage's" name is and allusion to John The Baptist. Christianity and the bible are alluded to throughout the book explaining coping methods of the past. The Bible no longer exists in the new world.

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Mentioned uncountable times throughout the book. "God"



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