

# 787 Talk: WWE Has A Serious Case Of Amnesia



IMG Credit: WWE

By AB Morales

WWE's creative team is notoriously large. Composed of more people than the entire cast of the latest Avengers movie (probably) you would think that such a large think tank would produce many a great ideas. But more often than not, we get the opposite effect of a large team. That being broken communication. Something very evident with the past few weeks, since Wrestlemania. So lets take a look at them, guess why and marvel at how so many ideas end up falling off:

### The Superstar Shake-Up Debacle

Lets start with something that is less of a single story and just an example of terrible (or just lack of) planning. A staple of WWE brand splits. Once a year, "its time to shake things up again". Since 2007, any time WWE goes to mix around their rosters, they somehow end up twisted and tangled. Raw vs Smackdown on PPV or something of the sort. This year was no different. The day after Wrestlemania, Samoa Joe appeared and challenged Roman Reigns for Backlash. The same day, The Miz demands his rematch against Seth Rollins. Clearly, with WWE

planning their Superstar Shakeup as well, they would not be silly enough to have these guys jump shows, right? Nope. Despite having TWO Pay-Per-View matches already booked for him and Joe claiming he would show his domination of Raw, he just jumps to Smackdown and contradicts his promos. Similarly, The Miz wants to be the longest reigning Intercontinental Champion of all time, but also gets traded to Smackdown. With Jeff Hardy managing to keep the US title on Smackdown, the result of The Miz vs Seth Rollins never fell into question. WWE's annual draft/Superstar Shake-Up becomes an annual showcase of WWE's lack of planning.

### Mickie James vs Ronda Rousey

The most notable one from this past Monday. When WWE announced Ronda Rousey vs Nia Jax for Money In The Bank, it brushed under the rug all the teasing going on between Mickie James, Natalya and Ronda Rousey. Initially, Mickie attacked Natalya to the point that Ronda came down to help her trainer. We were teased with returning to the "psycho" days of Mickie James as well as what was supposed to be Ronda's first singles program given she was scheduled to face Mickie in the European tour but that was also scrapped. Teasing between Natalya and Ronda was also involved in this story. But one week WWE just decided scrap all that and go straight to the big money fight. Months of planning go down the drain in a heartbeat.

### Rusev Day Rift

Probably one that we should be glad got forgotten. Since November, Aiden English singing for Rusev and Rusev's proclamation of Rusev Day (by the way, Happy Rusev Day) have turned the big Bulgarian into one of the most popular guys in WWE, for better or worse. WWE clearly isn't too fond of him becoming so popular because of something they didn't do. Three weeks ago, they saw it fit to tease tension between Lana and the duo with her saying something was holding Rusev back with you left to fill the obvious blank. But it seems WWE figured

out what really was holding Rusev back: Themselves. Last week there was no follow up to the segment. This week Lana proclaimed how her and Rusev would be the first married couple to hold the two suitcases before asking English to sing. Seems everything's all hunky dory now. And honestly, we're glad they did in this case.

### Sasha & Bayley Fighting By Pride Rock

Remember when Sasha and Bayley basically gave auditions for the live action Lion King at Elimination Chamber? WWE clearly doesn't. After Sasha Banks turning on Bayley several times, she just randomly started asking her best friend what was going on. Bayley called her out on her selfish attitude and the result was Sasha proclaiming she was better than Bayley and that resulted in a big brawl in front of high school lockers (oddly enough). What happened after that? A PPV match was set up? Nope. A TV match was set up. With no winner. And afterwards, Sasha went right back to asking why Bayley was so mad. Completely forgetting their very heated brawl. One of the most egregious examples of WWE's main roster butchering and mangling what was a very successful project in NXT. And the teasing is still going on and on.

### Becky's Losing Streak

There's a peculiar trend going on right now. WWE can't really handle their women's division. Actually, scratch the "right now". Maybe I'll delve into it soon enough, but it's clear WWE has a much harder time handling their women than their men. The women have grown too much for WWE to keep track of all at once. Becky's losing streak is another one that was probably best forgotten. For a long time, the cute redheaded Irish girl has been one of the more consistently popular women in all of WWE. Even when she's doing nothing, fans adore her and cheer her on. But for a good while, she's been treading water on Smackdown. A series of losses led her to losing to Mandy Rose clean for her singles debut. Then Tom Phillips noted her

“losing streak”. A common WWE trope. And then the very next week, Becky submits Rose to qualify for Money In The Bank. Trading the losing streak for another WWE trope: 50/50 booking.

## Conclusion

There’s many other examples that pop up. Rusev challenging Randy Orton for the WWE Championship last year for Money in The Bank, Rhyno and Heath Slater breaking up, among many others. But lately, WWE has gone pretty overboard either forgetting or aborting stories and it greatly shows a lack of discipline. Why have such a large creative team if so many things are going to fall through the cracks?

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