

The American Movie Industry: The Business of Motion Pictures

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From Brand: Southern Illinois University Press : The American Movie Industry: The Business of Motion Pictures before purchasing it in order to gage whether or not it would be worth my time, and all praised The American Movie Industry: The Business of Motion Pictures:

These seventeen essays make up a history of the American film industry. Because film-making entails a special blend of economic and artistic endeavor, Kindem has chosen contributions from experts in a variety of fieldsbusiness, law, mass communications, and cinema studies. The organization of this anthology is both chronological and topical. The first three parts of the book basically follow the history of the film industrys marketing strategies, structural changes, and product innovations: from exhibition in Kinetoscope arcades to film acts in vaudeville, Nickelodeons, and movie palaces; from states rights marketing schemes to block booking and chain-store exhibition strategies; from a production and distribution monopoly based on the pooling of major patents to an oligopoly of production, distribution, and exhibition firms; and from the rise of feature films, the star system, and the studio system to Hollywoods conversions to sound and color. The fourth through sixth parts examine film regulation and censorship, films interaction with television, and Americas role in the international film industry. The diversity of methods and perspectives in this anthology are representative of the field, suggesting that the history of the American film industry is really a collection of histories, not a monolithic, single-strand chronology of events.

About the Author Gorham Kindem is Associate Professor of Radio, Television, and Motion Pictures, University of North Carolina, Chapel Hill. He is author of *Toward a Semiotic Theory of Film Communication* and several articles on film history and theory.