

Exam 3
Chapter 6

A short history of the movies

- Eadweard Muybridge
 - Racehorse Experiment(1877)
- Thomas Edison
 - Oversaw development of kinetoscope
- Louis and Auguste Lumiere (France)
 - Cinematograph- a combined camera and projection system
 - December 28, 1895- first public movies shown with technology
 - Led to Edison's Vitascope
- George Melies
 - A Trip to the Moon (1902)
- Edwin S. Porter
 - The Great Train Robbery (1903)
- Explosion of nickelodeons and factory studios between 1905 and 1908
- D.W. Griffith
 - The Birth of a Nation (1915)
 - Cost \$125,000
 - 3 hours long and admission was \$3
 - Created a significant buzz and gave D.W. a name for himself
 - Intolerance- bomb
 - This failure led to a change in funding by studios. They realized they cant just invest thousands of dollars in a movie because of the possibility of it being a bust.
- Thomas Edison formed the Motion Picture Patents Company (the Trust) in 1908 (based in New Jersey)
 - The Trust was pretty much the governing body of all motion pictures, ideas and patents
 - Help virtually all movie-making patents
 - Control
- Independent filmmakers move to Southern California
 - Many advantages to "Hollywood"
 - Weather
 - Space
 - Scenery- beach, desert, mountains, ect.
- Trust broken up in 1917, essentially replaced with the Hollywood movie system
 - Factory-like production of movies
 - The studio owned everything- sets, technology, contracts to the actresses/actors/ screen writers, ect.
 - Vertical integration
 - Control of production, actors, distribution and sometimes theatres
 - Monopoly that bypassed the government for about 20 years

Change comes to Hollywood

- The Talkies
 - Don Juan(1926)- synchronized sound
 - The Jazz Singer(1927)- sound and speaking scenes
 - Lights of New York(1928)
 1. Made musicals possible
 2. Performance improved
 3. Made production more complicated and expensive
 - 1930- 90 million moviegoers per week
 - By 1940, Hollywood was producing 76% of all U.S. movies, collecting 86% of total box office
- Scandal
 - What was the impact of movies on culture?
 - Mary Pickford and Douglas Fairbanks, Fatty Arbuckle
 - Hollywood responded, creating MPPDA in 1922
 - Headed by Will H. Hays
 - 1934- MPPC released- imposed strict rules on movie content
- Hollywood survives the Great Depression
 - Creatively
 - Displayed their movies differently, adjusted prices, scaled back movie distribution
 - Size, power, and operating model of the industry
- Television- a fierce competitor
 - CONVENIENT
- Paramount Decision
 - Supreme Court ended the studios' hold over the industry
 - Block Booking-
- Red Scare and the Hollywood Ten (1947)
 - Investigations of communist ties of Hollywood
 - Conducted by the House of Unamerican Activities Committee (HUAC)
 - Names were named; eventually 10 were subpoenaed
 - 9 screenwriters, 1 director refused to testify, held in contempt of congress and jailed
 - All were blacklisted after being released from jail
- Refused to sell old features and movies to television (a missed opportunity)
- Innovation
 - Greater attention to special effects and over-the-top sets and star filled cast
 - The Ten Commandments (1956) and Spartacus

Scope and Nature of the Film Industry

- 1946- peak of ticket sales (4 billion sold)
 - (difference b/w 1946 and 2011= ticket sales! Huge deal back then but not such a big deal anymore. There are more ways to make money on movies than just ticket sales now)

- Only 1.4 billion in 2008
- Production
 - About 900 movies produced in the U.S. annually
 - Technology can have positive and negative effects
 - Cost of average Hollywood film is \$100 Million
- Distribution
 - Advertising and promotion equals 50% of the production budget
 - Promotional representatives have major role in green light process (the decision to make the film or not)
- Exhibition
 - Over 38,000 movie screens in the U.S.
 - Half owned by the studios, the majority of the remainder owned by chains
- Studios
 - Major studios and their partners account for 80-90% of annual box office revenue
 - Remainder comes from independent studios

Trends and convergence in moviemaking

- Blockbuster mentality- filmmaking characterized by reduced risk taking and a formulated approach
- Business concerns are more important than artistic ones
- Concept films- movies that can be described in one line
- Audience research
 - Allows studios to test plot, character and even different endings
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- Franchise films- films produced with the intent of future sequels
- Merchandise tie-ins- toy and product tie-ins equal about 2 billion for studios each year
- Convergence reshapes the movie business
 - 70% of studio production is for TV
 - 1947- ticket sales accounted for 95% of studios revenues, today is less than 20%
 - Profits obtained through DVD sales
 - Microcinema- used digital cameras and common software to produce movies
 - Changes in distribution (Netflix and Apple TV) and production (Digital is the standard by 2015)
 - Simultaneous, multiple platform release (theatre, DVD and cable video demand all at once)

Chapter 7

Radio, Recording, and popular music

A short history of radio and sound recording

- Guglielmo Marconi
 - Father of radio
 - Moved from Italy to England to work on radio research