

Movies

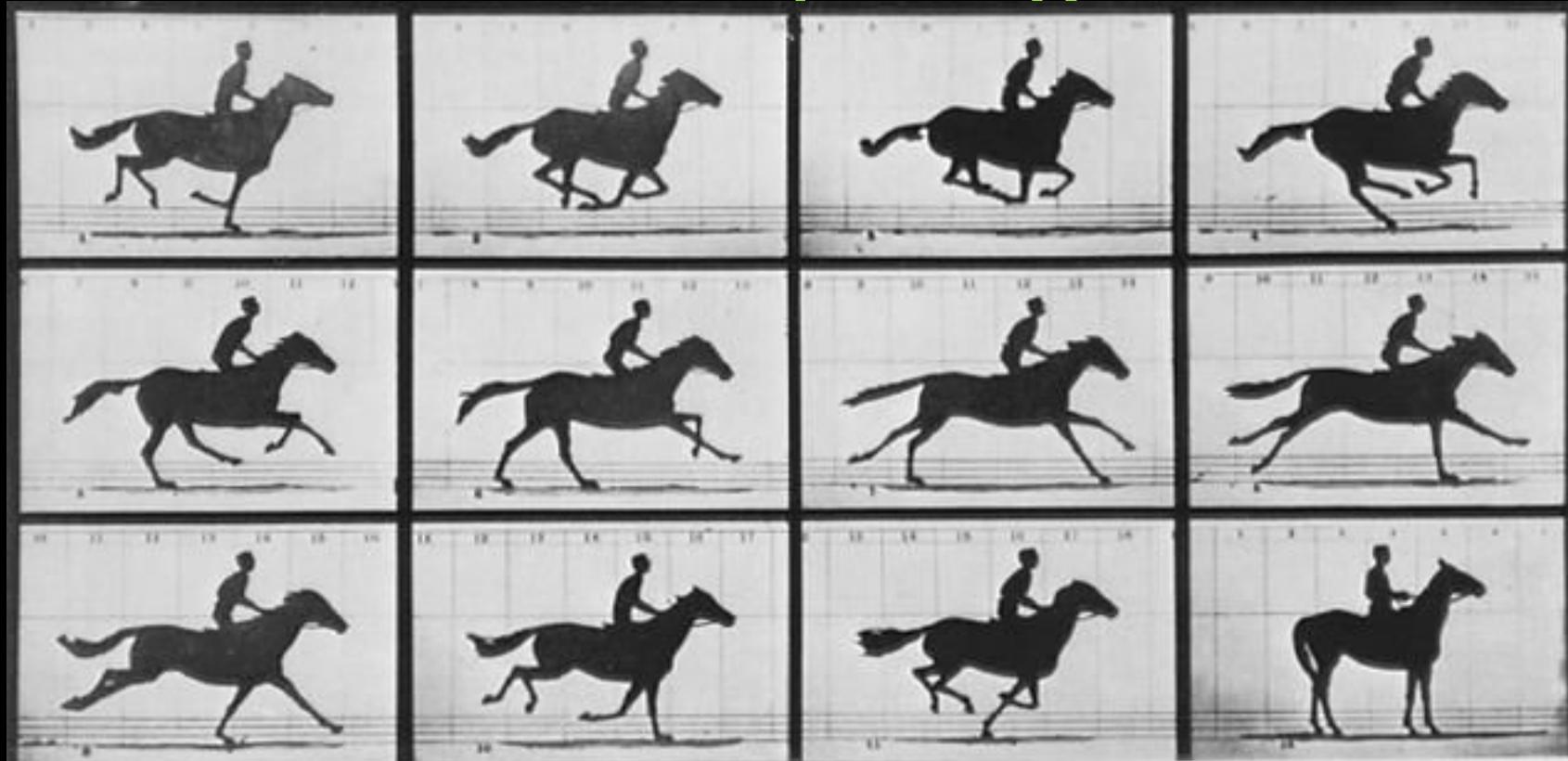
Novelty stage

Novelty Stage

How do you make images MOVE???

- Flip book
- Eadweard Muybridge: pioneer
 - 12 cameras/trotting horse

Novelty Stage



Copyright, 1878, by MUYBRIDGE.

MORSE'S GALLERY, 417 Montgomery St., San Francisco.

THE HORSE IN MOTION.

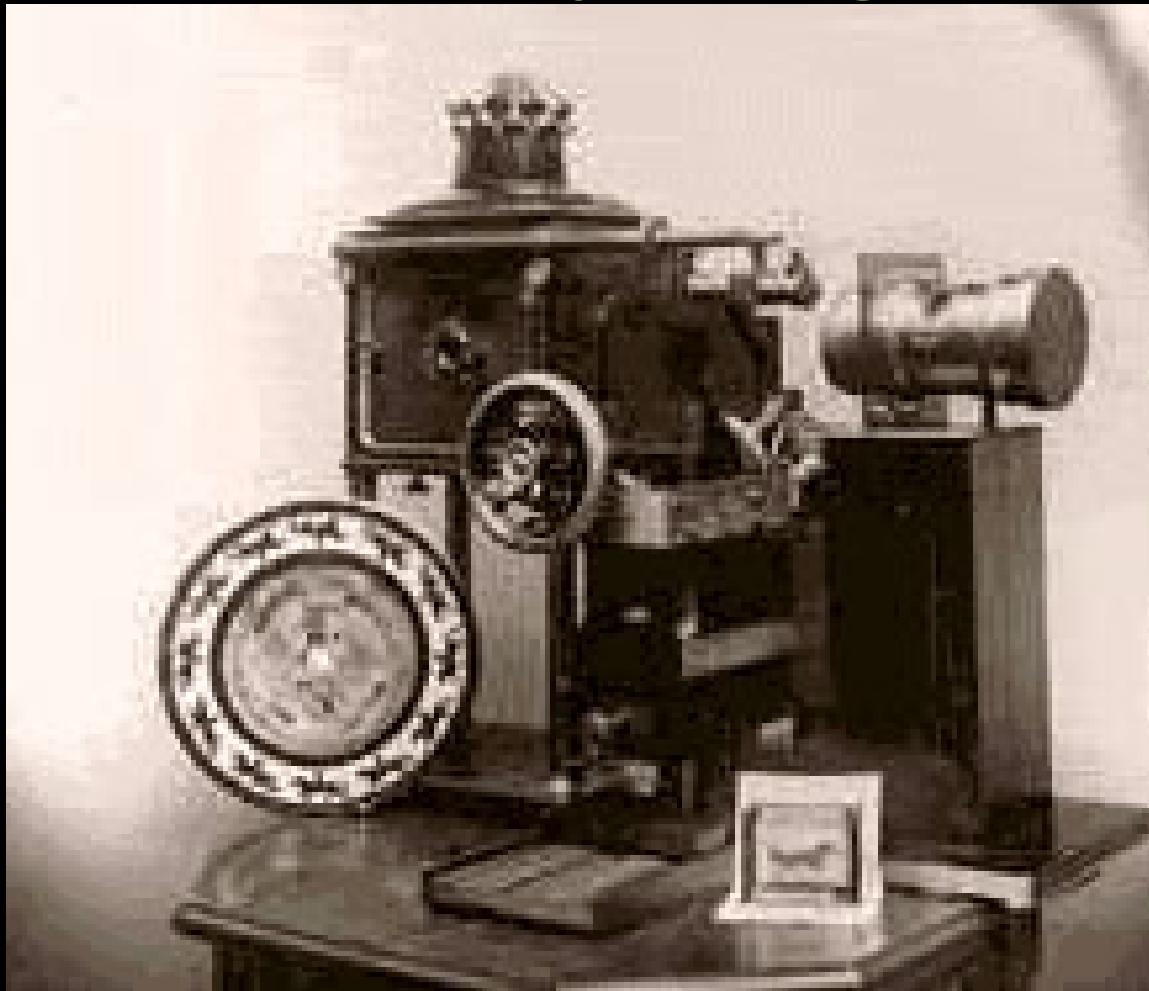
Illustrated by
MUYBRIDGE.

"SALLIE GARDNER," owned by LELAND STANFORD; running at a 1.40 gait over the Palo Alto track, 10th June, 1878.

The negatives of these photographs were made at intervals of one-hundredth of a second, and about the twenty-eighth part of a second of time; they illustrate successive positions assumed in each complete cycle of progress during a single gait of the mare. The vertical lines were twenty-seven inches apart; the horizontal lines represent elevations of four inches each. The exposure of each negative was less than the two-thousandth part of a second.

AUTOMATIC ELECTRO-PHOTOGRAPHY.

Novelty Stage



Muybridge's Zoopraxiscope

Early Technology

Hannibal Goodwin -
celluloid, 1889

(used name Photographic pellicle)



Early Technology

Invention Timeline

- 1840s: telegraph
- 1850s: Martinville/sound recording
- 1877: Edison's phonograph
- **1889: CELLULOID FILM**
- **1891: Edison's kinetoscope/graph**
- 1894: wireless telegraph (Marconi)

Very exciting era for media technology

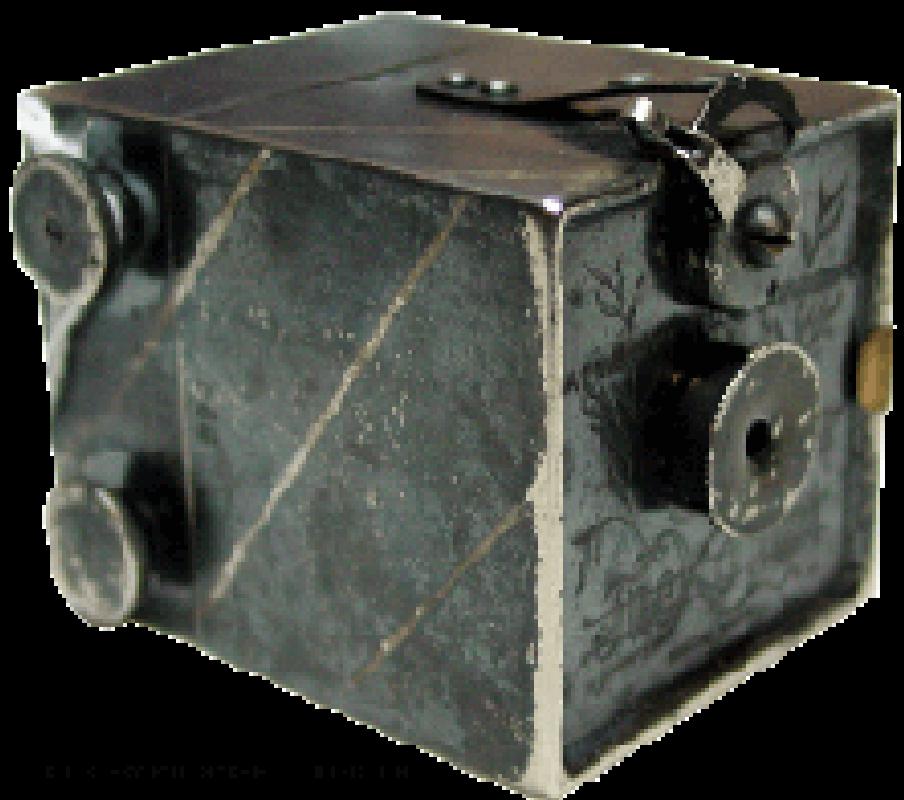
Entrepreneurial stage

Entrepreneurial Stage

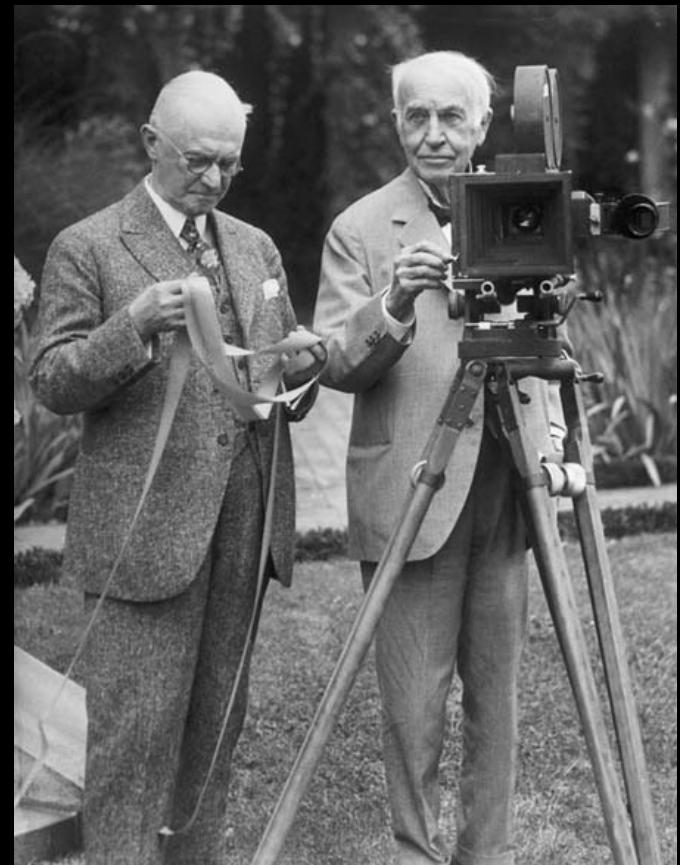
- **1891: Thomas Edison**
 - kinetograph (early film camera)
 - kinetoscope (single viewer projection)

KINE=movement (e.g. kinetic energy)

Entrepreneurial Stage



Kinetograph, 1891



Edison + Eastman, 1928

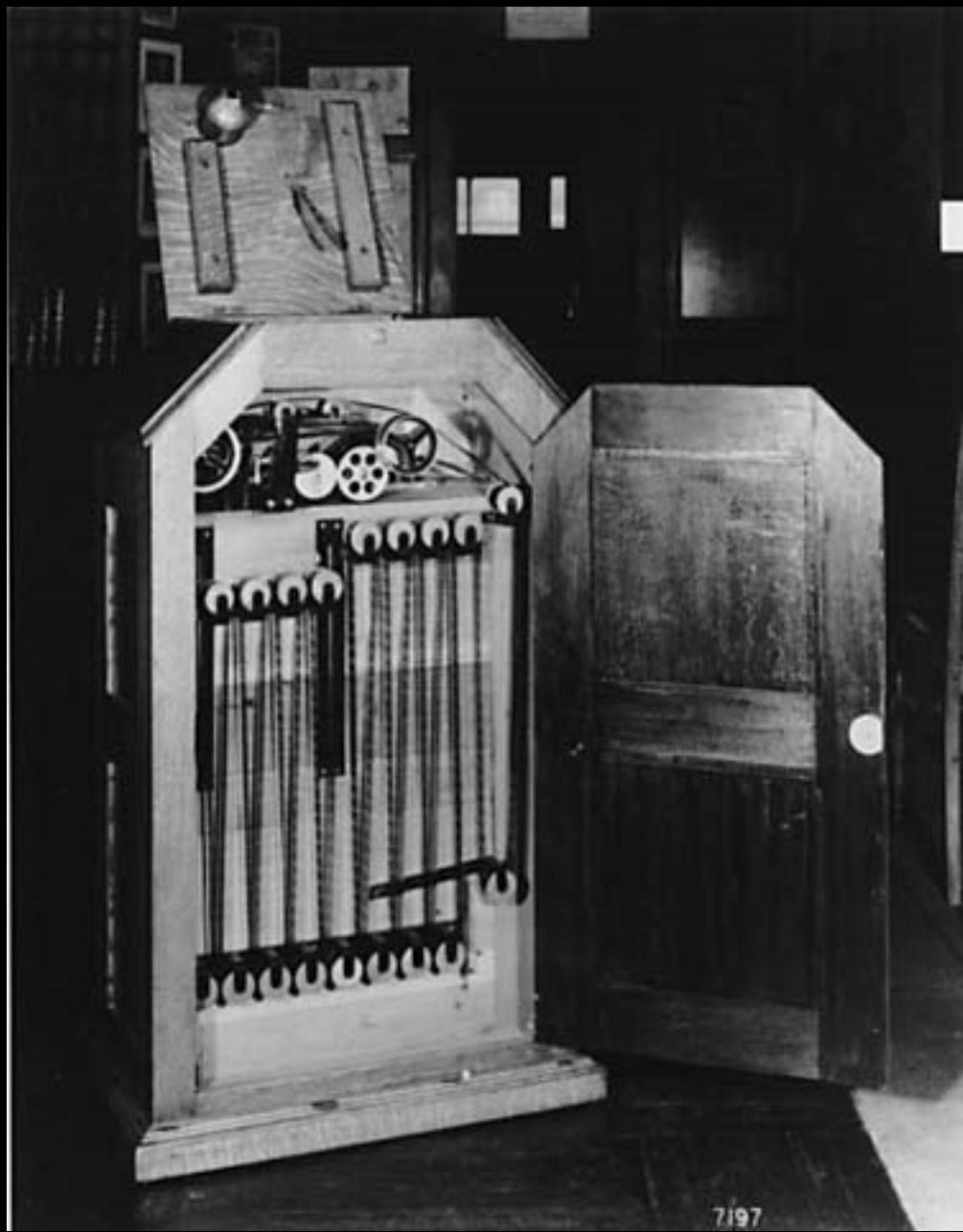
Kinoscope



Kinparlors



Kinoscope



Entrepreneurial Stage

- Lumiere brothers in Paris/cafes



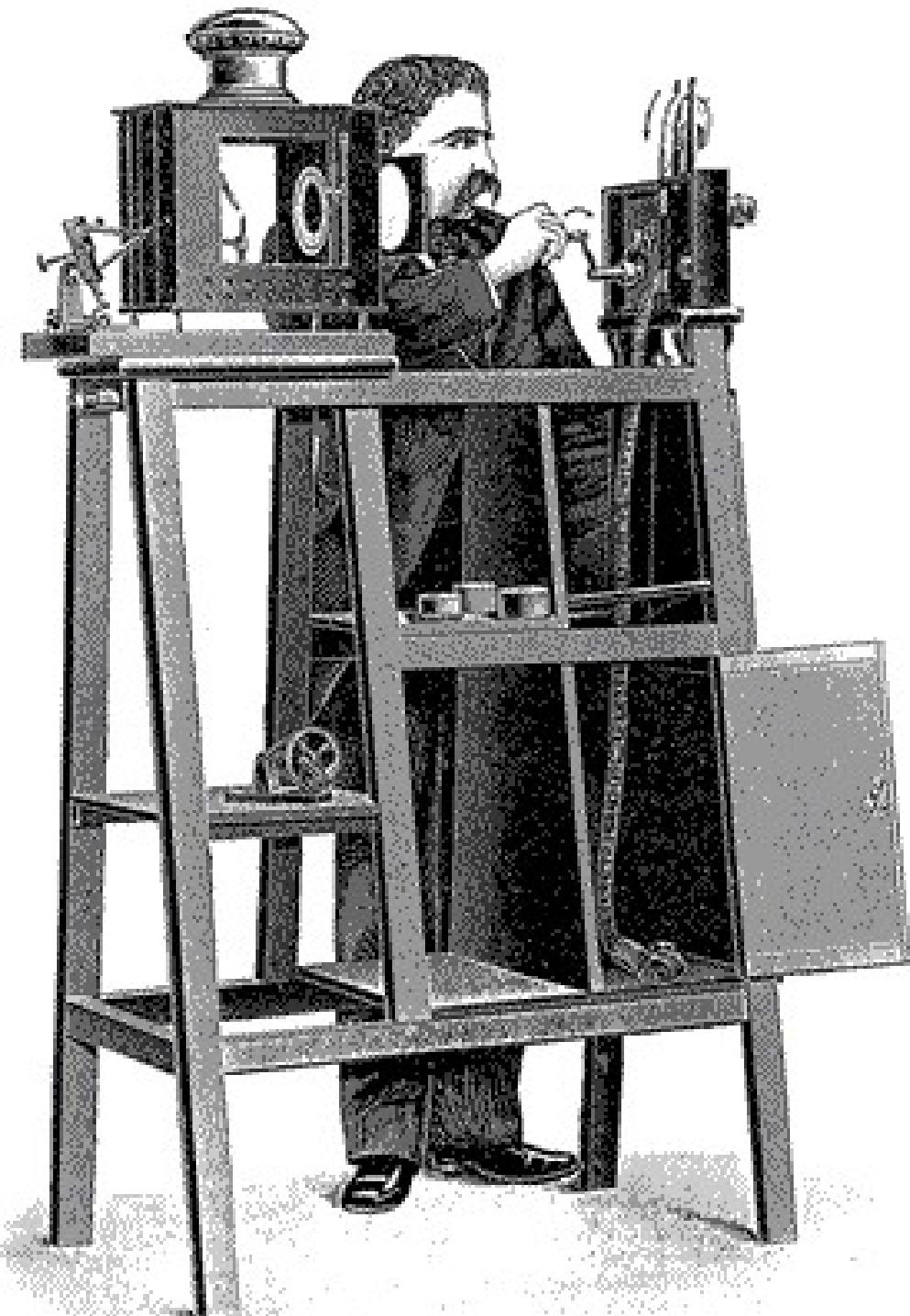


© 1995 Smithsonian Institution

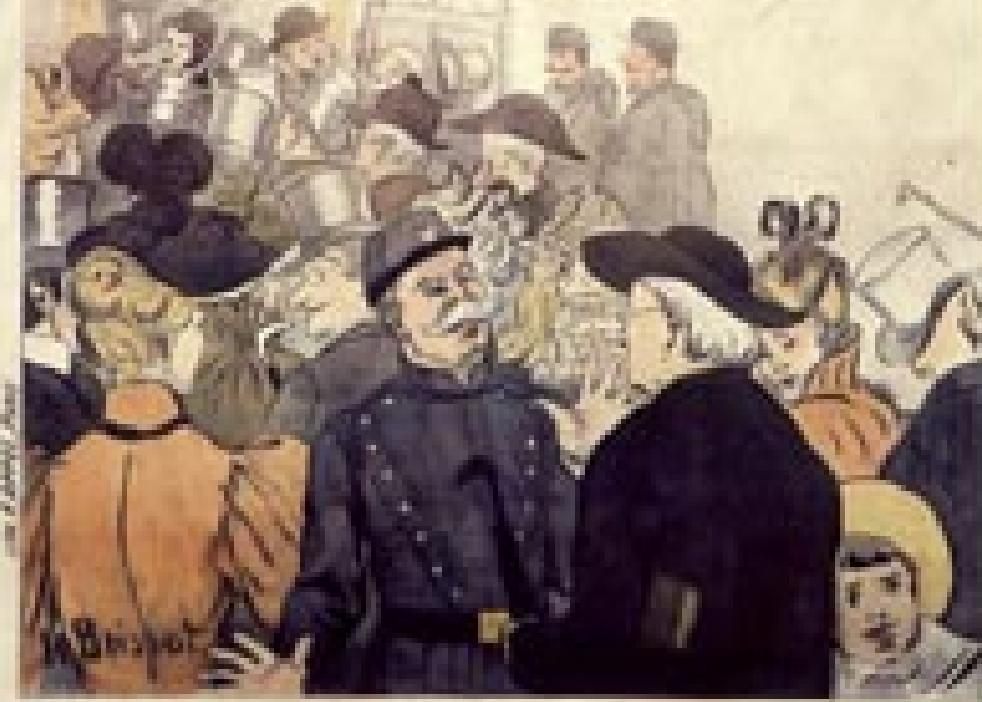
Entrepreneurial Stage

1896, Lumières demonstrated their cinematograph--the first successful machine that could show moving photographs--to an audience,





CINÉMATOGRAPHÉ LUMIÈRE



Entrepreneurial Stage

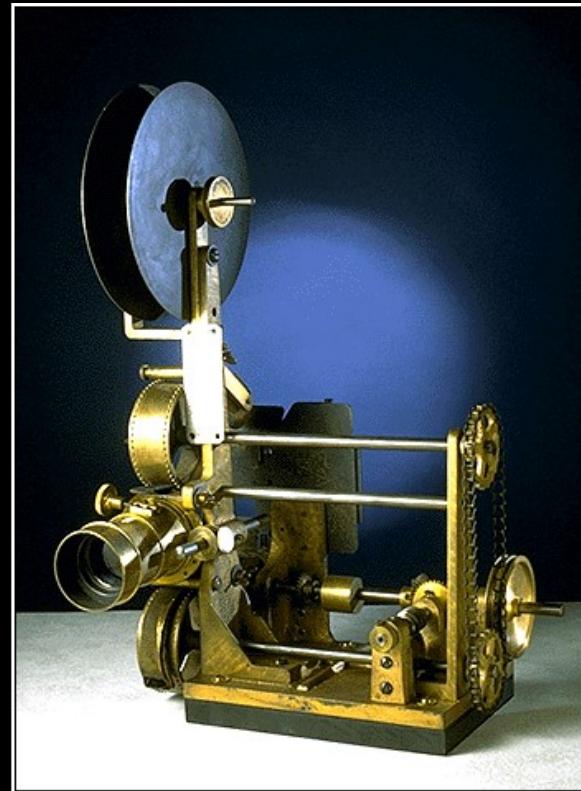
Edison: vitascope

- Made viewing by larger audiences possible
- Sandow-1894
- Bike-1899
- Kiss-1900
- Eggs-1902
- School-1904

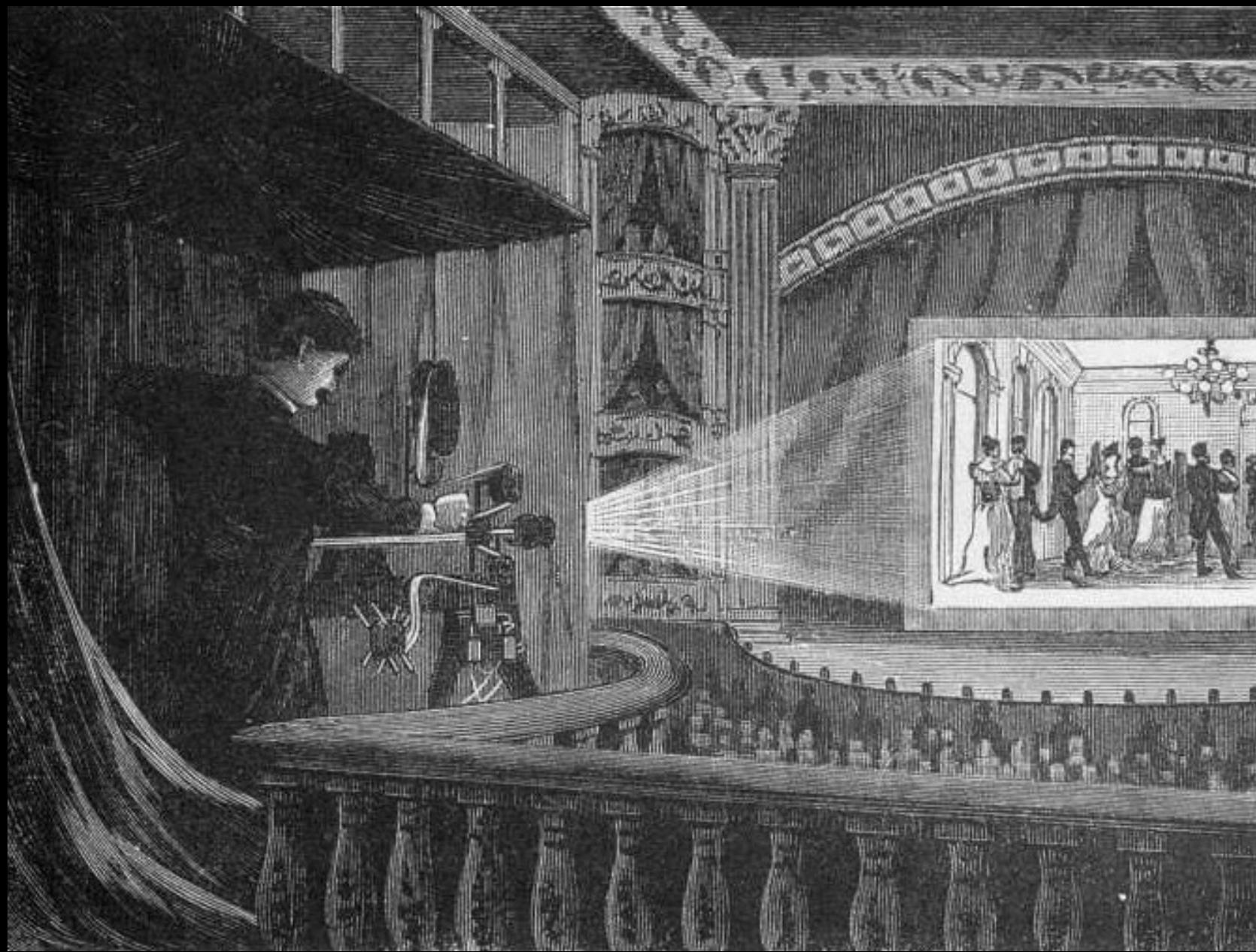
Vita=life

Scope=view

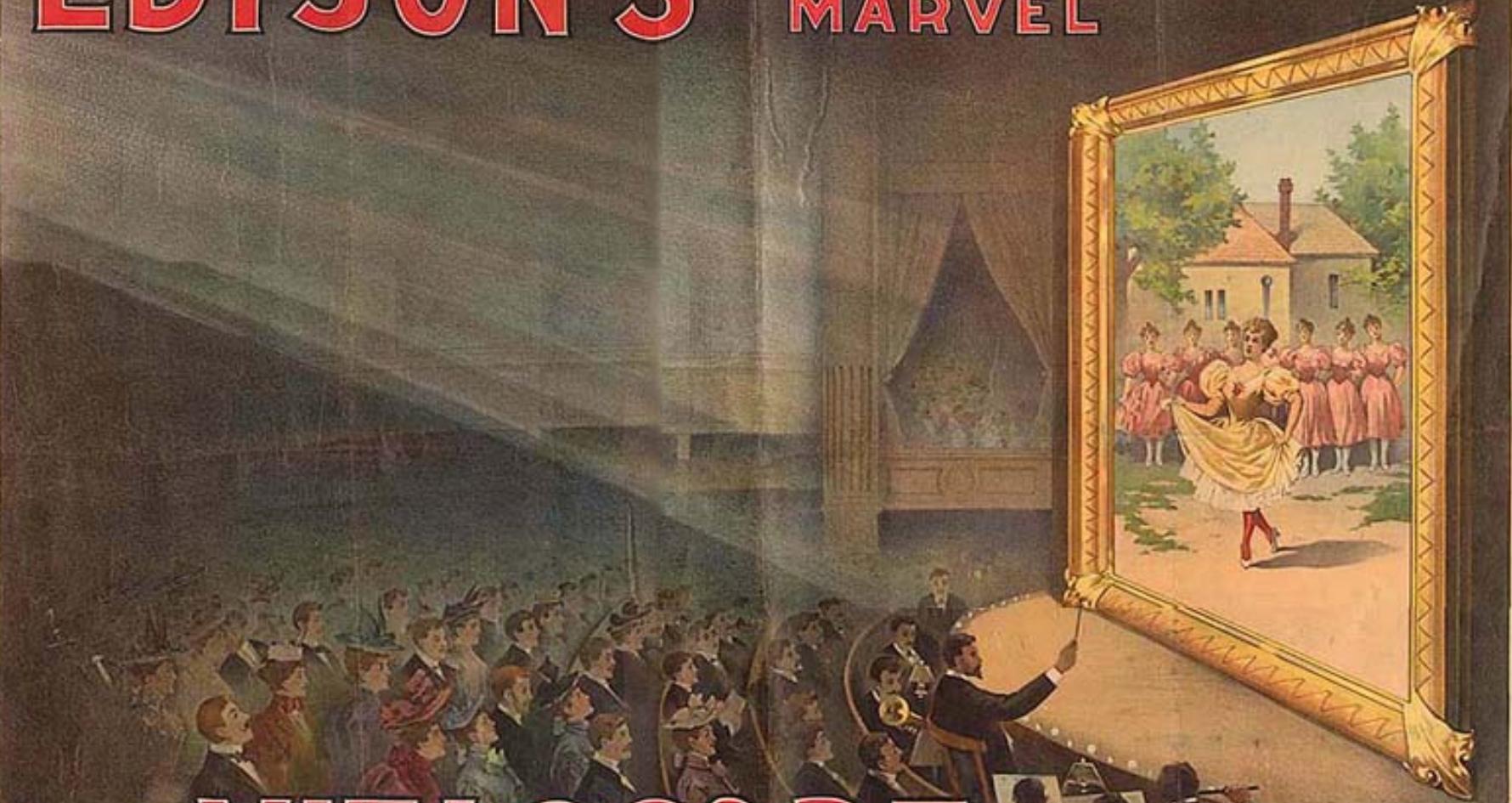
“lifeViewer”



© 1995 Smithsonian Institution



EDISON'S GREATEST MARVEL



"Wonderful is The Vitascope. Pictures life size
and full of color. Makes a thrilling show."
NEW YORK HERALD, April 24, '96.

Mass medium stage

Mass Medium Stage

Narratives engage
the audience's imagination

- George Melies
 - Opened first theater in France, 1896
 - The conjurer, 1899
 - Trip to the Moon, part 1
 - Trip to the moon, part 2
(1902)



Mass Medium Stage

- Edwin Porter in U.S.
 - Shot America's first narrative film, *Life of an American Fireman* (1902).
 - Shot scenes out of order -- later edit in sequence.
 - Shot first close-up....



Mass Medium Stage

- Edwin Porter in U.S.
 - Shot America's first narrative film, *Life of an American Fireman* (1902).
 - Shot scenes out of order -- later edit in sequence.
 - Shot first close-up (fire alarm)



Mass Medium Stage

Nickelodeons:

storefront
theatres in early
1900s.

Nickel + Odeon

=

Nickelodeon

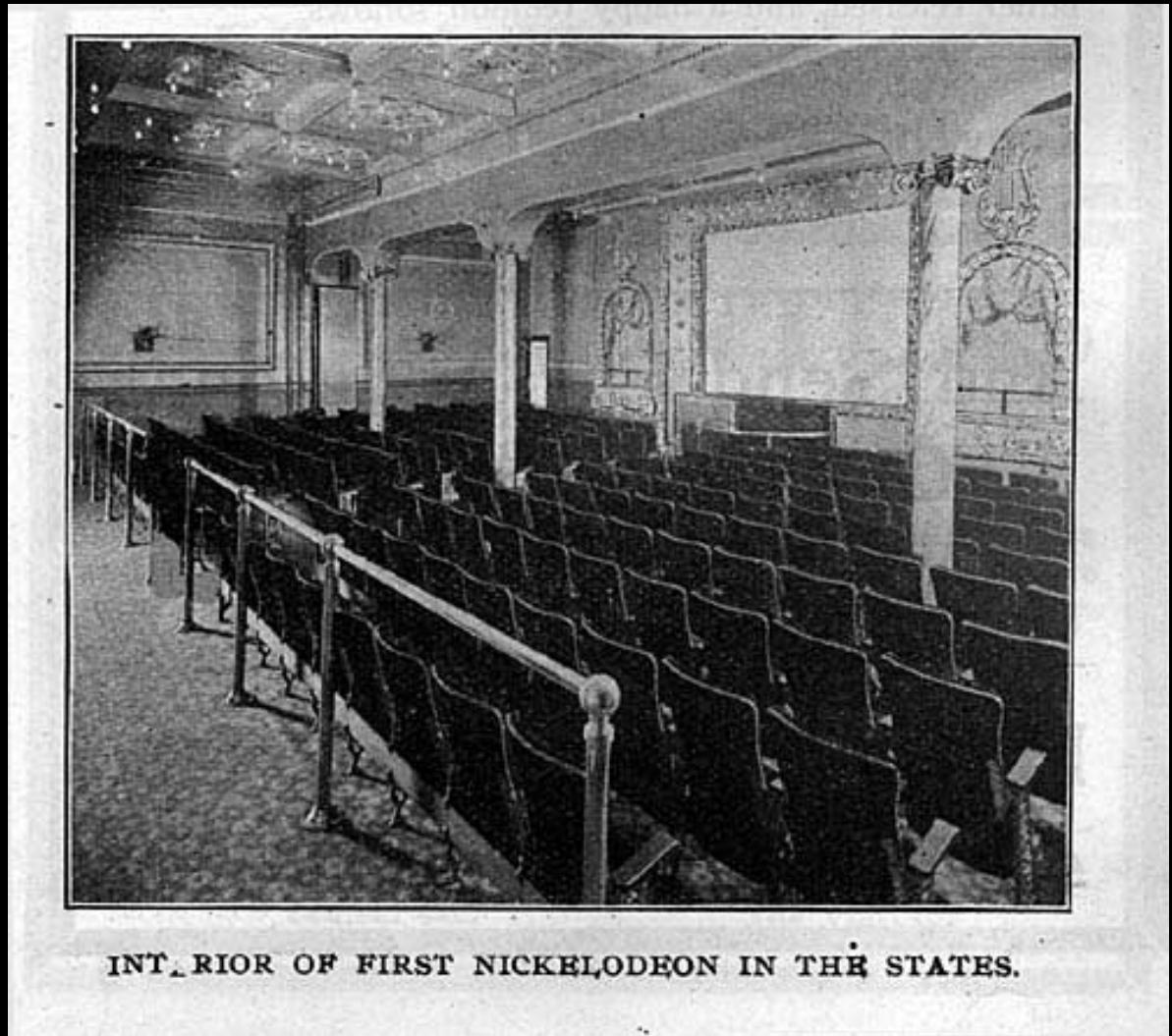


Nickelodeon in Toronto, 1910

Mass Medium Stage

Nickelodeons:
storefront
theatres in early
1900s.

Nickel + Odeon
=
Nickelodeon





Mass Medium Stage

- The rise of the Studio System

By late 1910s, studios controlled:

- Production
- Distribution
- Exhibition

=Vertical integration

Studio System controlling production

1. Motion picture Patents Company

- Made up of Edison's Film Manufacturing company; biograph company, other members
- pooled patents, 1908
- “The edison Trust”
- If filmmakers wanted to produce a film, they had to use the trust's equipment, their film stock, their theaters



Studio System controlling production

2. Studio system of **STARS**
under **exclusive contract**

Independents defied trust,
moved to Hollywood;
Created star system

Mary Pickford, early star.
(One of founders of United Artists)





Mary Pickford, 1910

Mary Pickford, 1920

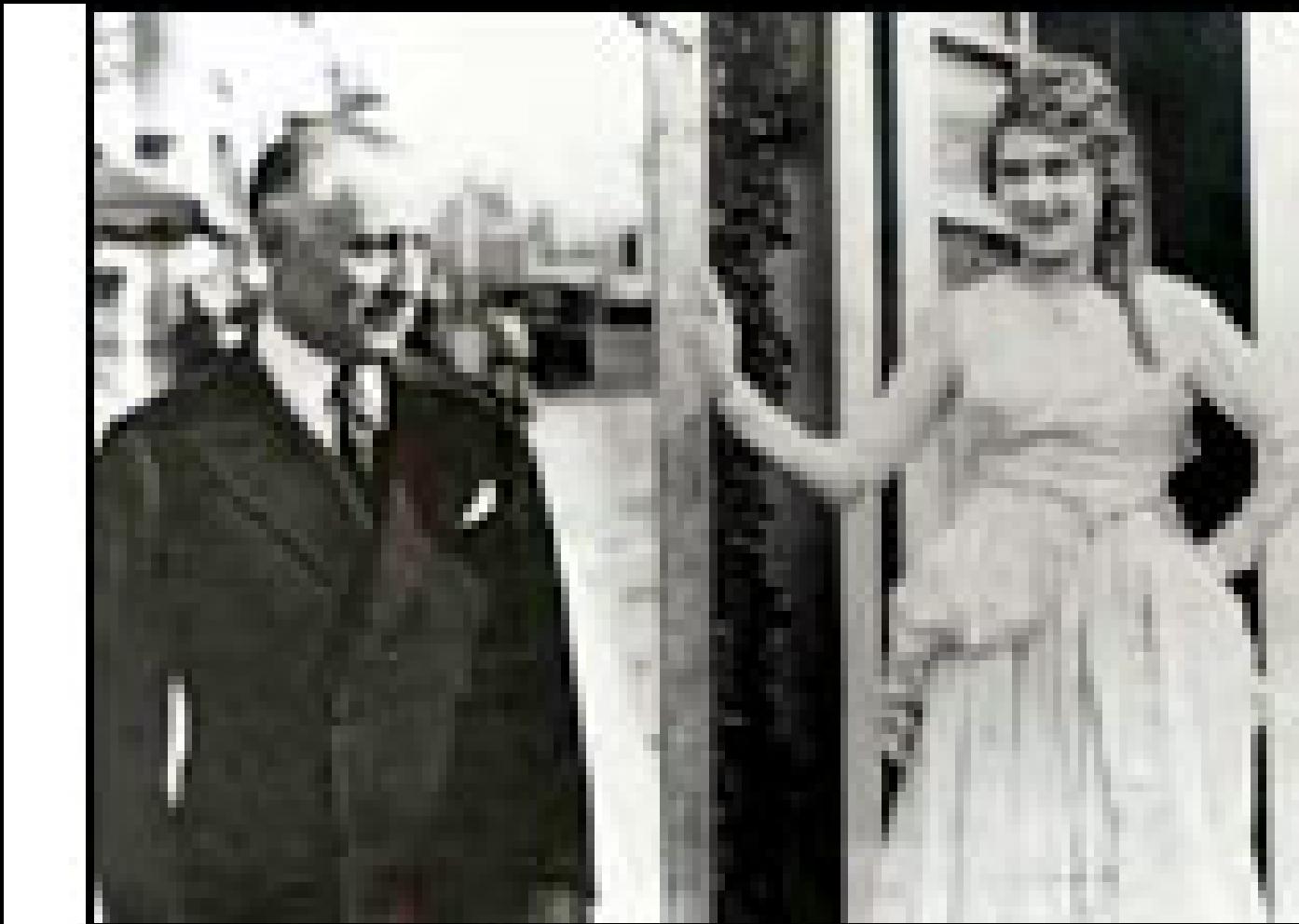


MARY PICKFORD
(Courtesy, Library Company)
(1892-1979)

Studio System controlling production

- Adolph Zukor
- Lured Pickford to work for him
- Paramount





HERRICK LIBRARY/AMPAS



Studio System

CONTROLLING DISTRIBUTION

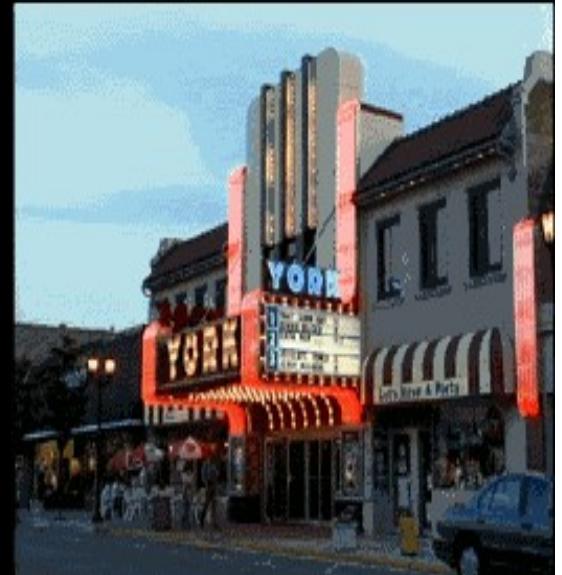
Zukor



+

No
Name

=



Controlling Distribution by Block booking

Studio System Controlling exhibition

Building and buying

MOVIE PALACES

(first-run theatres in downtowns)

--PARAMOUNT THEATER CHAIN



Zukor



Zukor + PARAMOUNT

Studio System

United Artists broke away from studio system:



Mary
Pickford

douglas
Fairbanks

Charlie
Chaplin

D.W.
Griffiths

Mass Medium Stage

The rise of movie palaces















e



UNIVERSITY OF TORONTO LIBRARIES

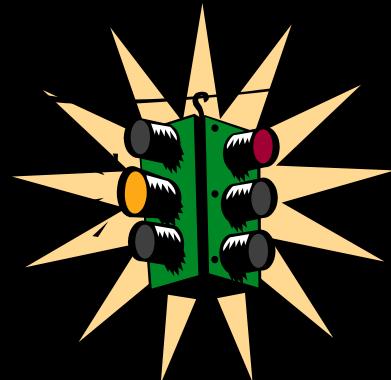
THIS EDITION IS NOT TO BE PUBLISHED
OR USED EXCEPT IN THE LIBRARY
OR BY THE LIBRARY PERSONNEL





Let's go to the Movies

- Mid-town theatres
(near major intersections
in neighborhoods.)



Studio System

BIG FIVE

- Paramount
- MGM
- RKO
- Warner Bros.
- Twentieth Century Fox

LITTLE THREE

- Columbia
- Universal
- United Artists

Triumph of Hollywood Storytelling

- Storytelling enhanced by sound
- Al Jolson
 - Jazz Singer, 1927
 - Singing fool, 1928



Triumph of Hollywood Storytelling

- Hollywood Narrative:
 - Story: What happens to whom
 - Discourse: The way the story is told

Triumph of Hollywood Storytelling

- Hollywood Genres
 - by making films that fall into genres, Hollywood provides familiar models that can be imitated. (romance, horror, etc)
 - Product standardization
 - Product differentiation

Triumph of Hollywood Storytelling

- Hollywood “authors”

Triumph of Hollywood Storytelling

Alternatives to Hollywood

Foreign Films

Bollywood

China

Hong Kong

Japan

S. Korea

Triumph of Hollywood Storytelling

Alternatives to Hollywood
Independent Cinema

Documentary

Errol Morris; Michael Moore; Ken Burns

Transformation of Hollywood System

- 1946: peak attendance:
90 million/week

FOUR KEY EVENTS

Transformation of Hollywood System

1. The Hollywood Ten: 1947, House UnAmerican Activities Committee (HUAC) TEN went to Prison

Transformation of Hollywood System

1. The Hollywood Ten: 1947, House UnAmerican Activities Committee (HUAC)
2. Paramount Decision, 1948. Ends vertical integration

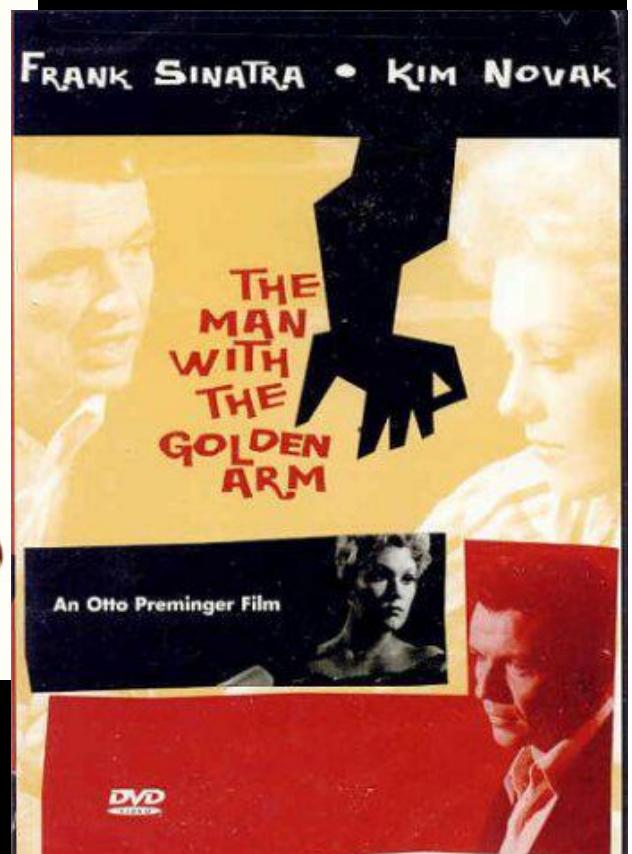
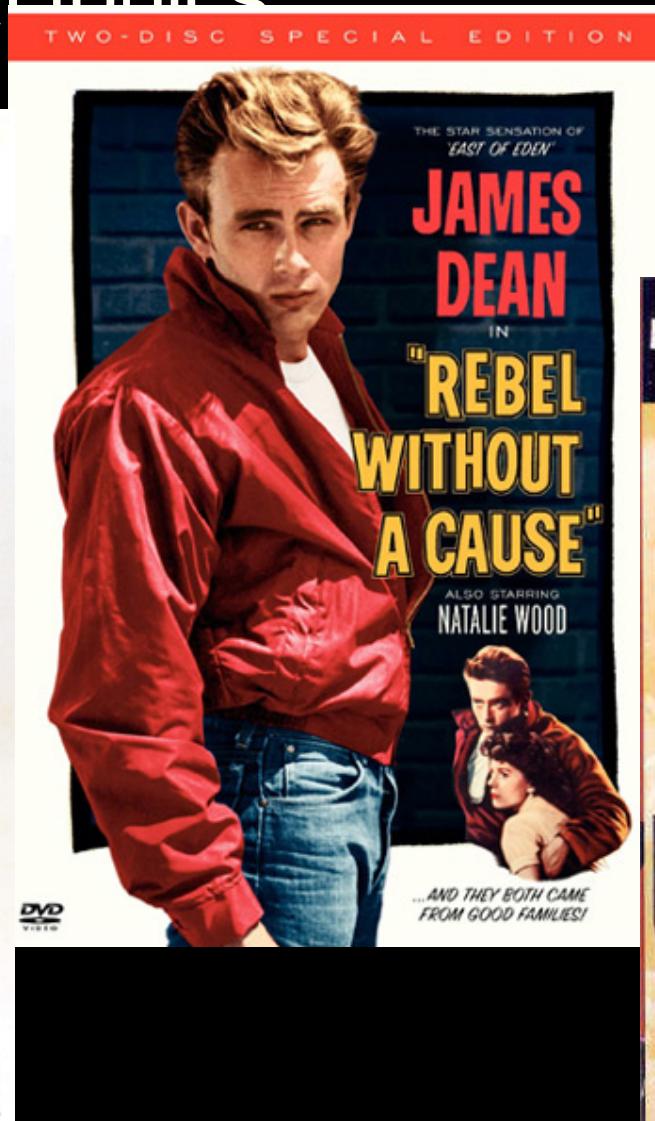
Transformation of Hollywood System

1. The Hollywood Ten: 1947, House UnAmerican Activities Committee (HUAC)
2. Paramount Decision, 1948. Ends vertical integration
3. Moving to the suburbs

Transformation of Hollywood System

1. The Hollywood Ten: 1947, House UnAmerican Activities Committee (HUAC)
2. Paramount Decision, 1948. Ends vertical integration
3. Moving to the suburbs
4. Television changes Hollywood

- Movies begin to tackle more controversial topics



Economics of the Movie Business

Economics of Movie Business

- Total average cost in 2007 was \$106.6 million.
 - \$70.8 M to produce
 - \$35.9 M to Market
- To recover these costs, studios receive money from at least 6 sources:

Economics of Movie Business

1. Box office revenues (20%)
(Studios only get part of take...split on sliding scale)
2. DVD sales and rentals (50%)
3. PPV and premium cable
4. Distribution in foreign markets
5. Distribution of independent films
6. Product placements and marketing
“synergy” (Behind the Screens)

1940s Studios

BIG FIVE

- Paramount
- MGM
- RKO
- Warner Bros.
- Twentieth Century Fox

LITTLE THREE

- Columbia
- Universal
- United Artists

TODAY: BIG SIX in order of hugeness

• <u>20th Century Fox</u>	\$1,048,000,000
• <u>Disney</u>	\$997,000,000
• <u>Sony</u>	\$988,000,000
• <u>GE/ NBC Universal</u>	\$741,000,000
• <u>Time warner</u>	\$712,000,000
• <u>Viacom/Paramount</u>	\$554,800,000
• <u>The Weinstein Co.</u>	\$189,500,000
• <u>Lion's gate</u>	\$176,100,000

Blockbusters

- Star Wars (1977)
- Empire Strikes Back (1980)
- The Return of the Jedi (1983)

The three films earned \$1.3 Billion in Box Office, and \$4 Billion in merchandising.

Blockbuster mentality

- ✓ Big-budget summer/holiday releases (expensive promotion)
- ✓ Merchandising tie-ins
- ✓ Young target audience
- ✓ Tendency toward franchise films/sequels

Shift from Film to Digital Format

- Digital production -- shoot with digital, not film cameras.
- Digital distribution -- can save \$millions in making prints and sending out reels.
- Digital exhibition -- digital projectors.
- Online exhibition
 - The Princess of Nebraska

- Popular Movies and Implications for Democracy
 - Commercial U.S. films function as consensus narratives by providing shared cultural experiences.
 - With the rise of international media conglomerates, however, movie diversity and a public debate over America's domination of the global film business falls by the wayside.