

Movies

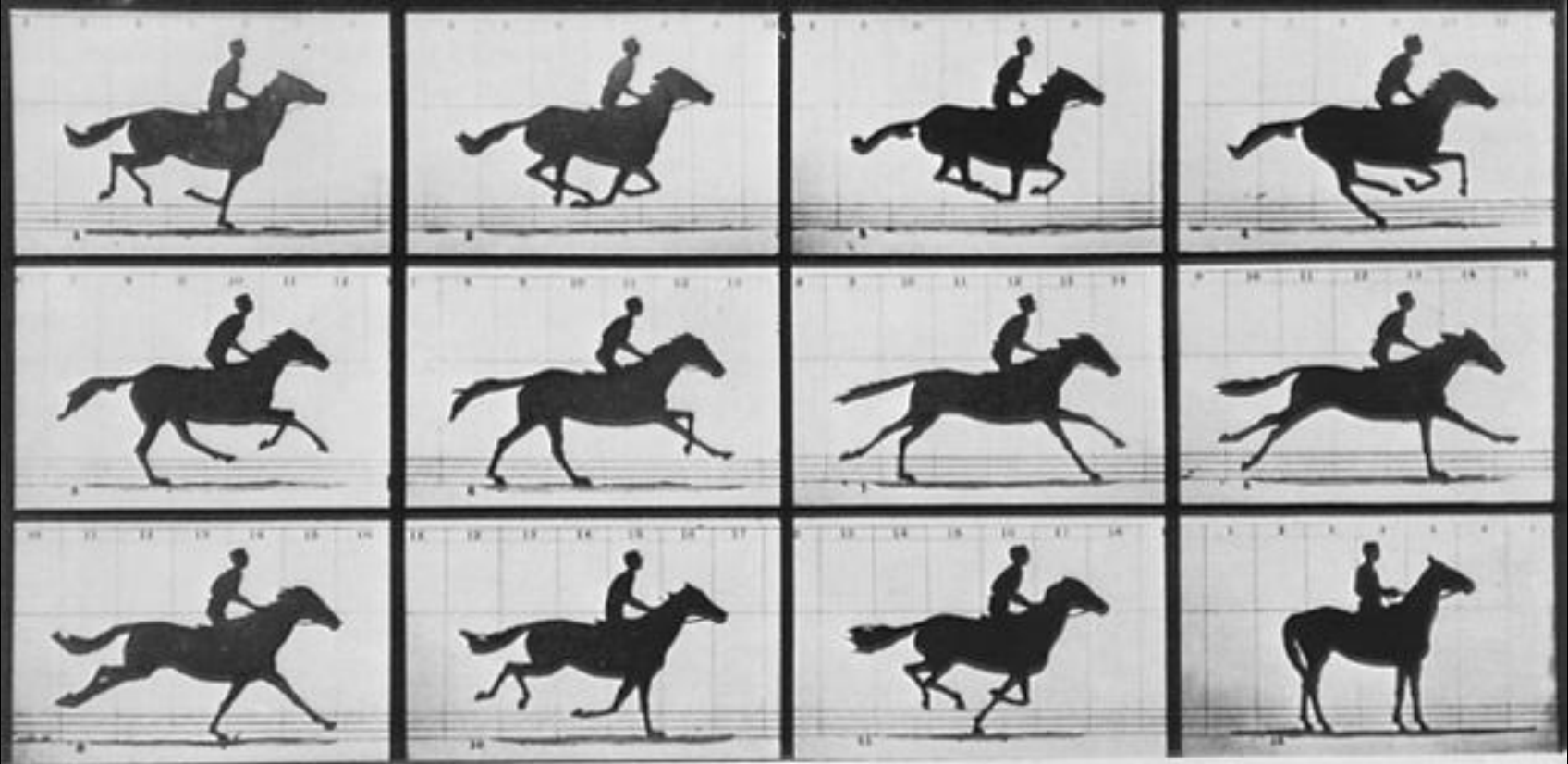
Novelty stage

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 140 gait over the Palo Alto track, 10th June, 1878.

The negatives of these photographs were made at intervals of two-thousandths of a second, and about the twenty-fifth part of a second of time; they illustrate consecutive positions assumed in each twenty-seven inches of progress during a single stride of the horse. 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.

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

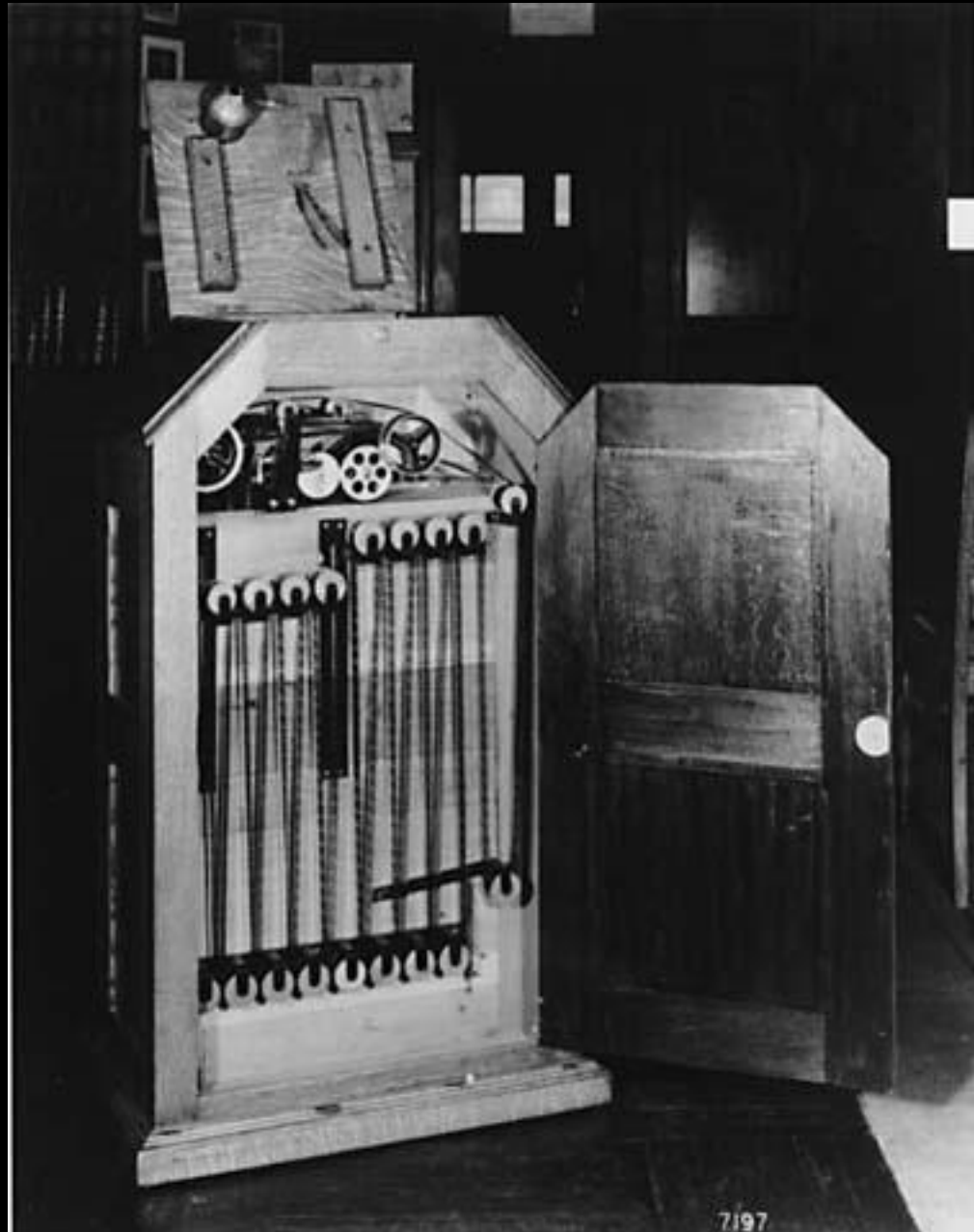
Kinoscope



Kinparlors



Kinoscope



Entrepreneurial Stage

- Lumiere brothers in Paris/cafes



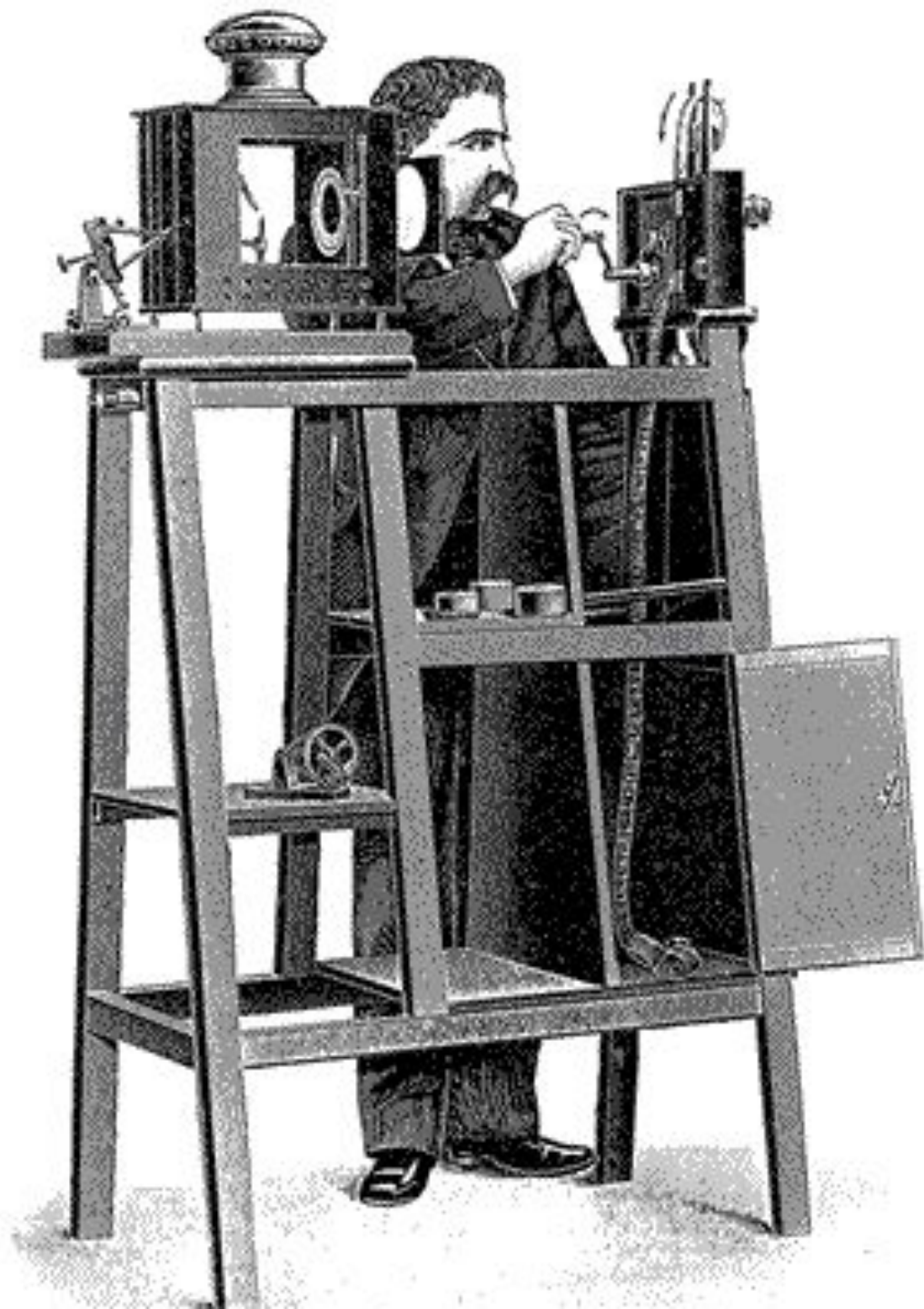


© 1995 Smithsonian Institution

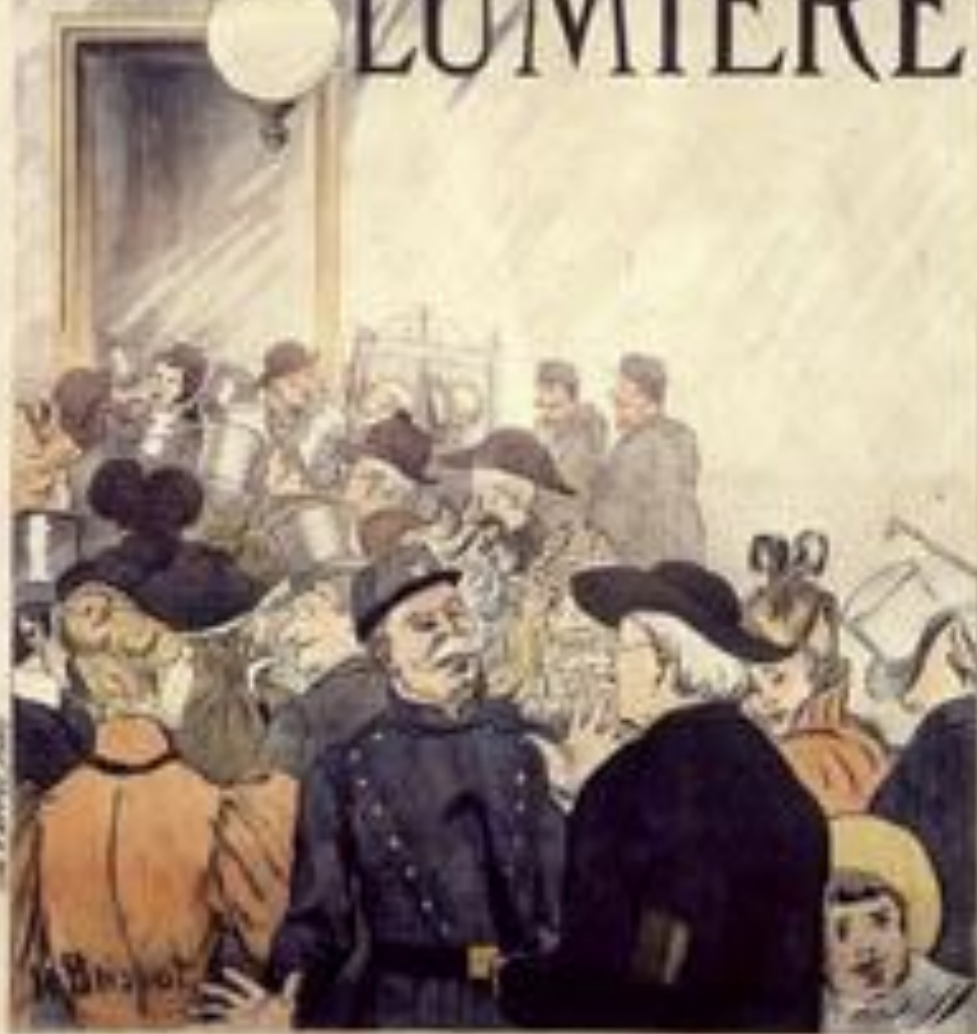
Entre

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





CINÉMATOGRAPHE LUMIÈRE



Entrepreneurial Stage

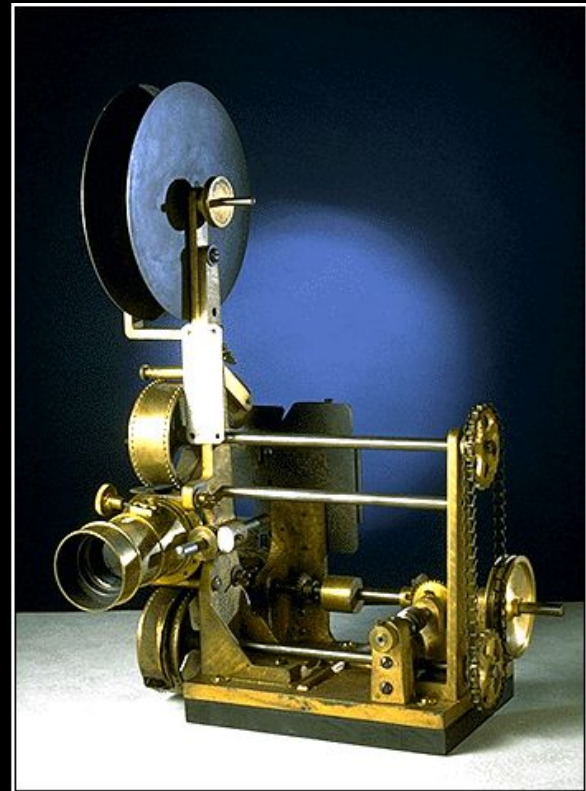
Edison: vitascope

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

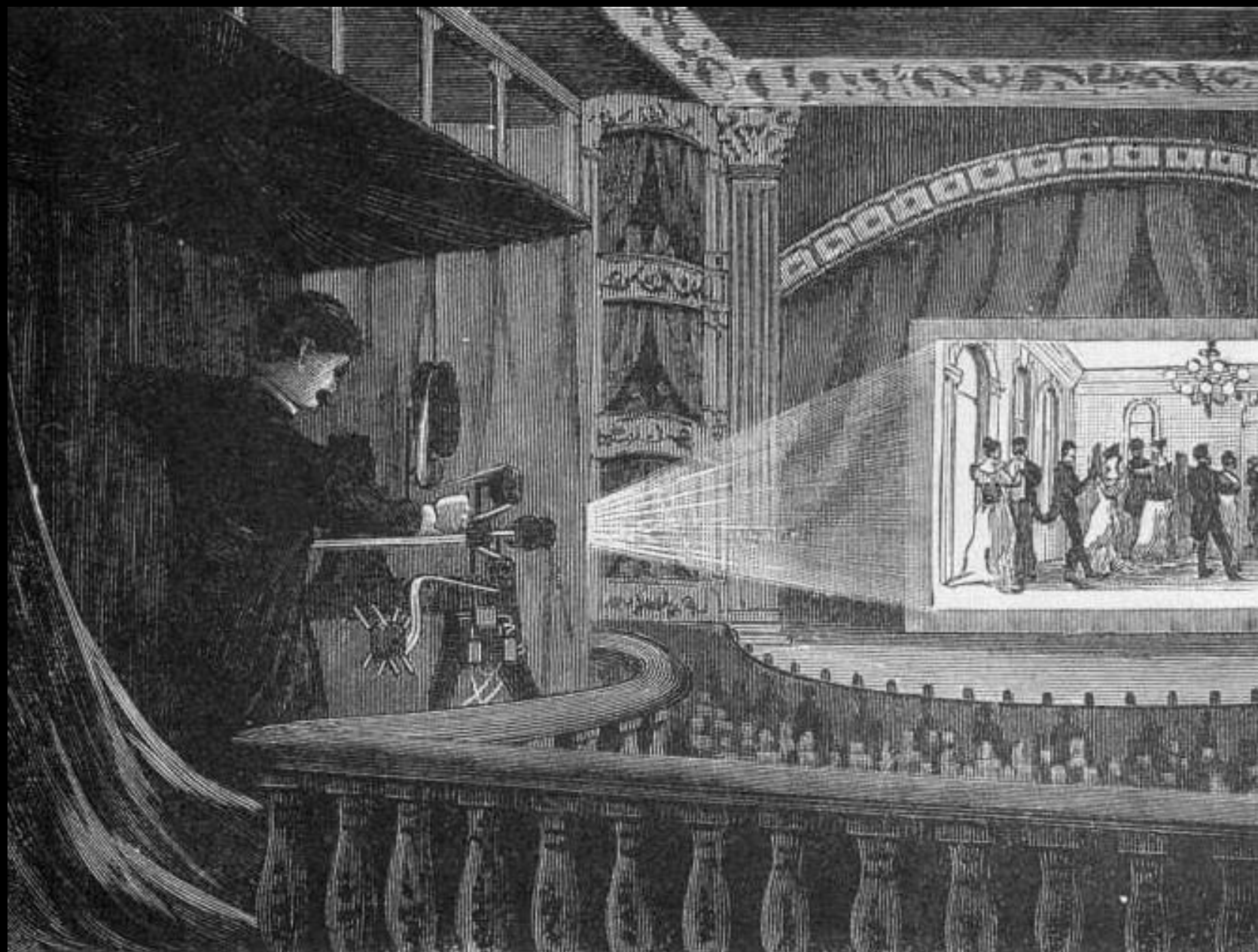
Vita=life

Scope=view

“lifeViewer”



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EDISON'S GREATEST MARVEL

THE VITASCOPE



"Wonderful is The Vitascope. Pictures life size and full of color. Makes a thrilling show."
NEWYORK 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

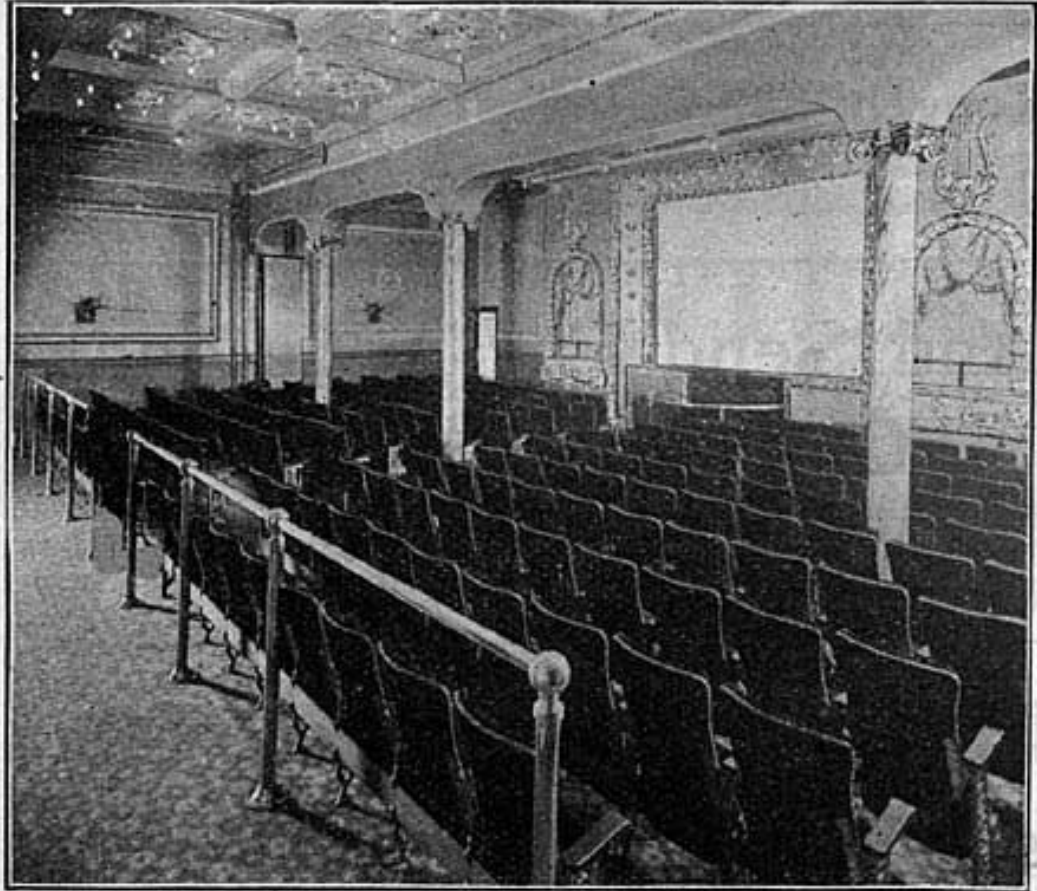


Nickelodeon in Toronto, 1910

Mass Medium Stage

Nickelodeons:
storefront
theatres in early
1900s.

Nickel + Odeon
=
Nickelodeon



INTERIOR OF FIRST NICKELODEON IN THE STATES.

AUDITOR

3 PICTURES VAUDEVILLE
CHANGED DAILY CHANGES TWICE A WEEK
POPULAR
WINDMILL

Changes
TWICE A WEEK

PICTURE

Changed J

BILLY
SWINER
Comedian
BILLY
SWINER
Cele

DON'T
MISS THIS COM

HEROINE OF NOW
MAFEKING ON

One
Hour
SHOW

5

PICTURES

Changed
Daily

5

Comedian
BILLY
SWINER

Now Open

5

PICTURES

Changed
Daily

5

PICTURES

Changed
Daily

5

PICTURES
Changed Daily

ED
ME TABLE

5

ADMISSION

5
CENTS

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

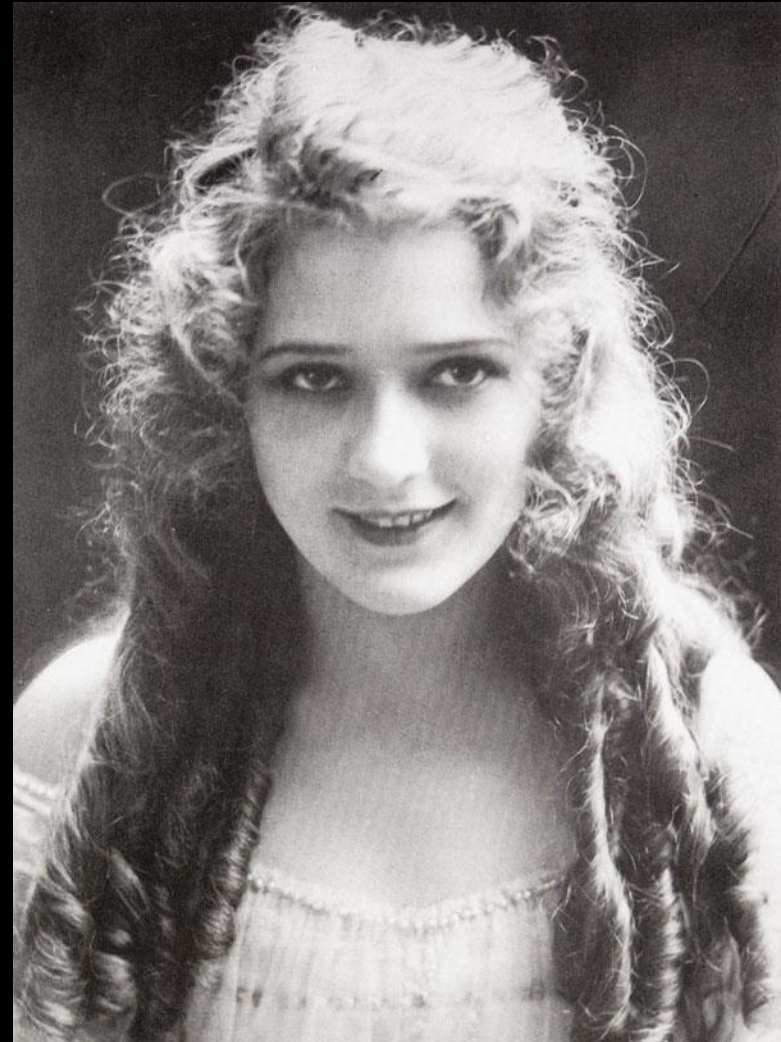


Studio System controlling production

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
(GLORIA LOUISE GOWEN)
(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

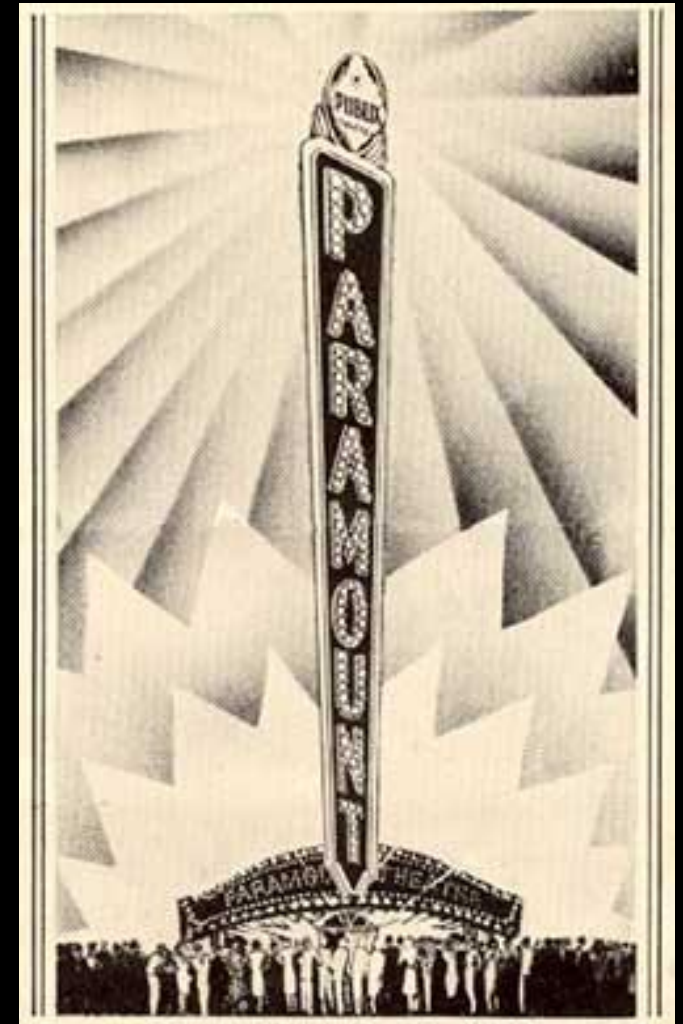
Building and buying **MOVIE PALACES**

(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

















U S S R

1936
STAGE
1ST

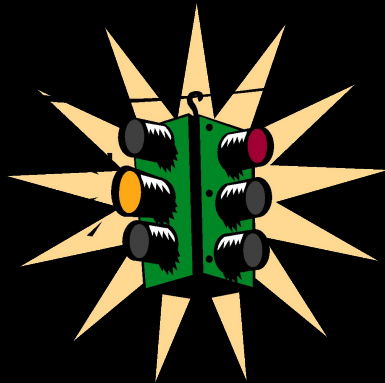
OPENING TO RIGHT WORLD PREMIERE
CHARLIE CHAPLIN'S "LIT LIPS"
ALSO ONE STAGE PRESENTATION

1936
STAGE
1ST



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 Errol Morris; Michael Moore
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 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

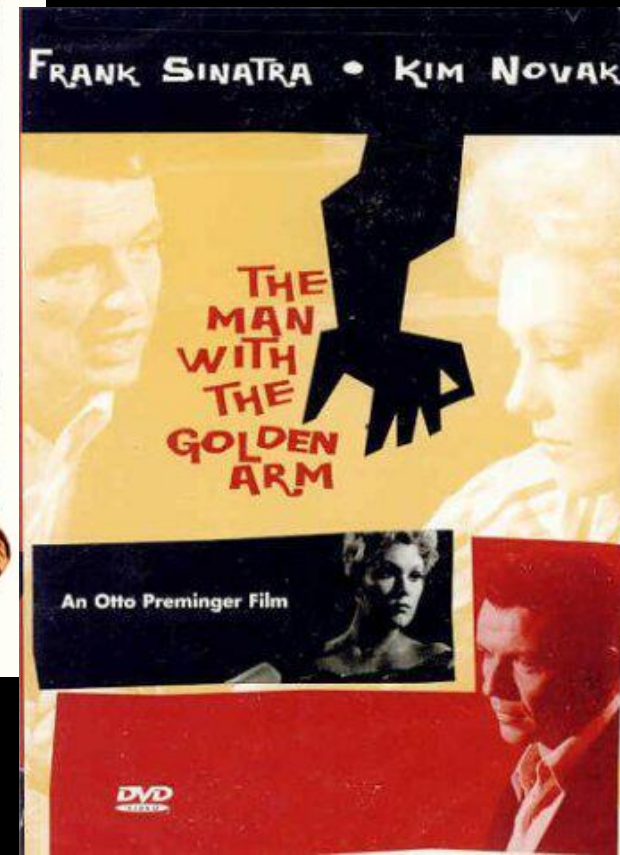
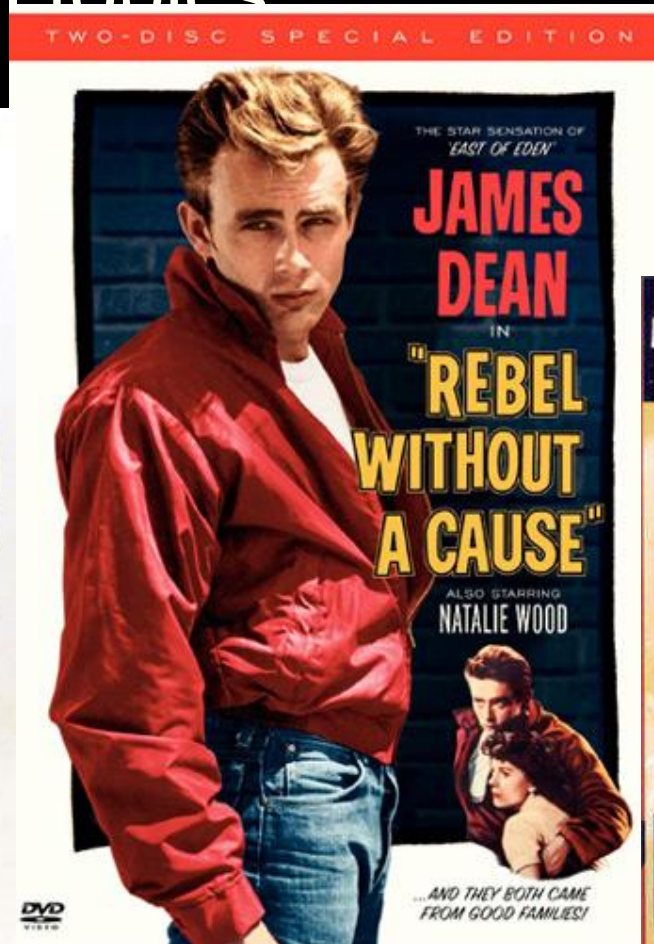
Transformation of Hollywood System

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)
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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.