

*Project 2016-2017*

# Cinema of the United States

A black and white photograph of the Hollywood sign on a hillside at night. The sign is illuminated, and several spotlights from above create bright beams of light that illuminate the sign and the surrounding area. The background shows the dark silhouette of the hillside and some trees.

HOLLYWOOD

**Τμήμα: Β1**

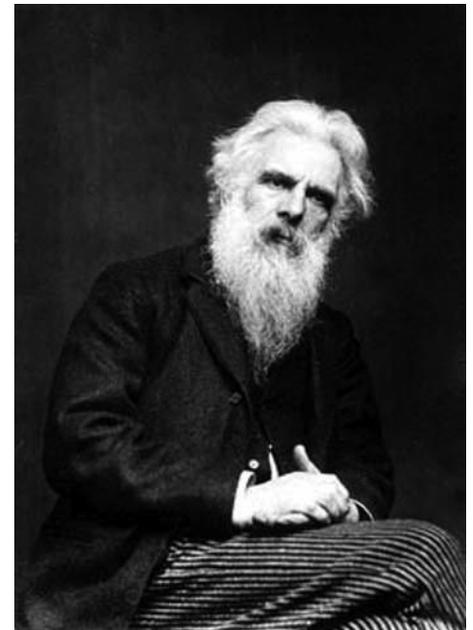
**Μαθήτρια: Ακριτίδου Βαρβάρα**

# Definition of Key Terms

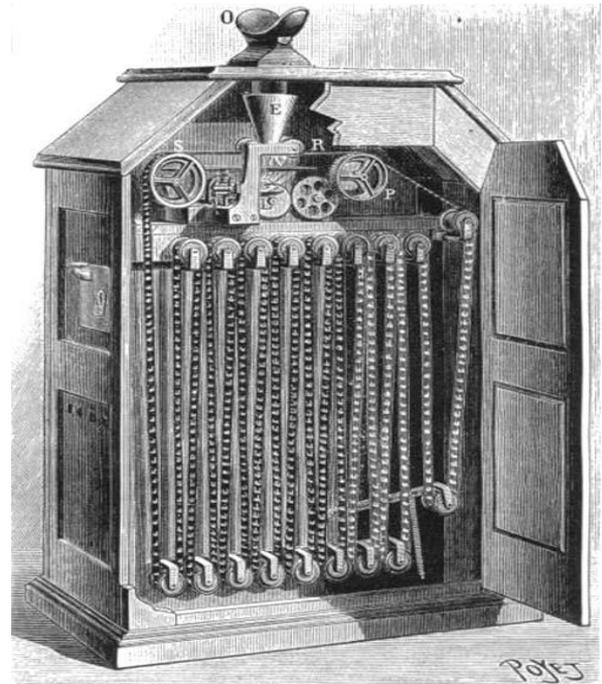
- **Project:** a study of a particular subject done over a period of time.
- **Cinema:** is the art of moving images, a visual medium that exposes reality. It's also, by far the world's most complex, collaborative and costly artistic expression.

# History of Cinema

- The first recorded instance of photographs capturing and reproducing motion was a series of photographs of a running horse by Eadweard Muybridge.



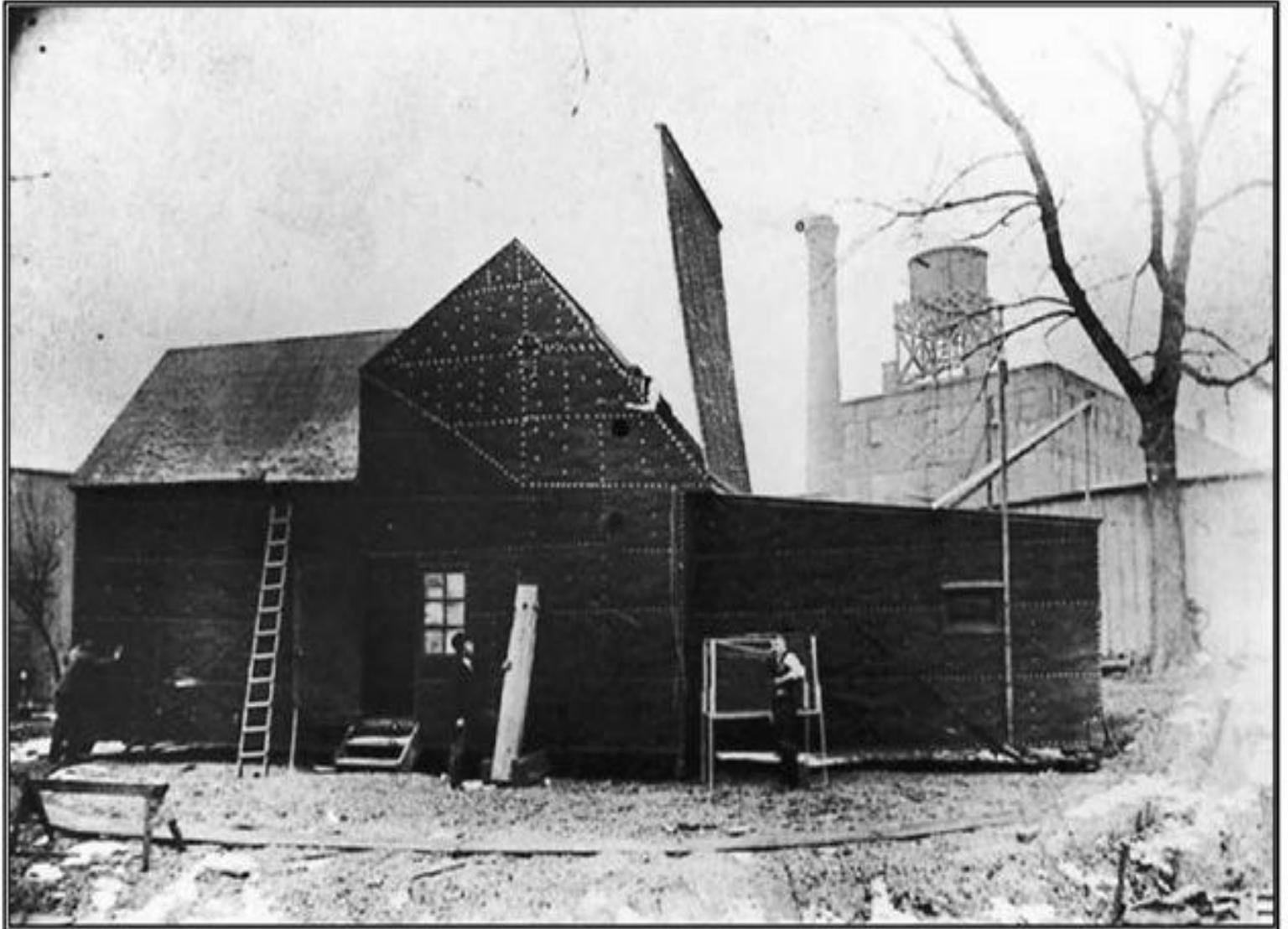
- Muybridge's accomplishment led inventors everywhere to attempt to make similar devices that would capture such motion. In the United States, Thomas Edison was among the first to produce such a device, the kinetoscope.





➤ The history of cinema in the United States can trace its roots to the East Coast where, at one time, Fort Lee, was the motion picture capital of America. The industry got its start at the end of the 19th century with the construction of Thomas Edison's "Black Maria", the first motion picture studio in New Jersey. When the Kalem Company began using Fort Lee in 1907 as a location for filming in the area, other filmmakers quickly followed. In 1909, a forerunner of Universal Studios, the Champion Film Company, built the first studio.

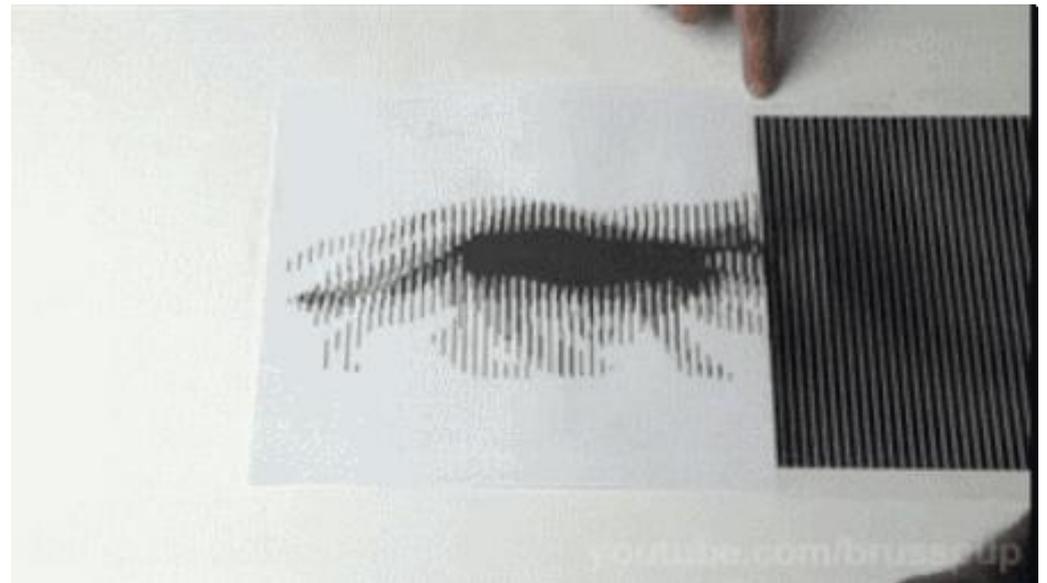
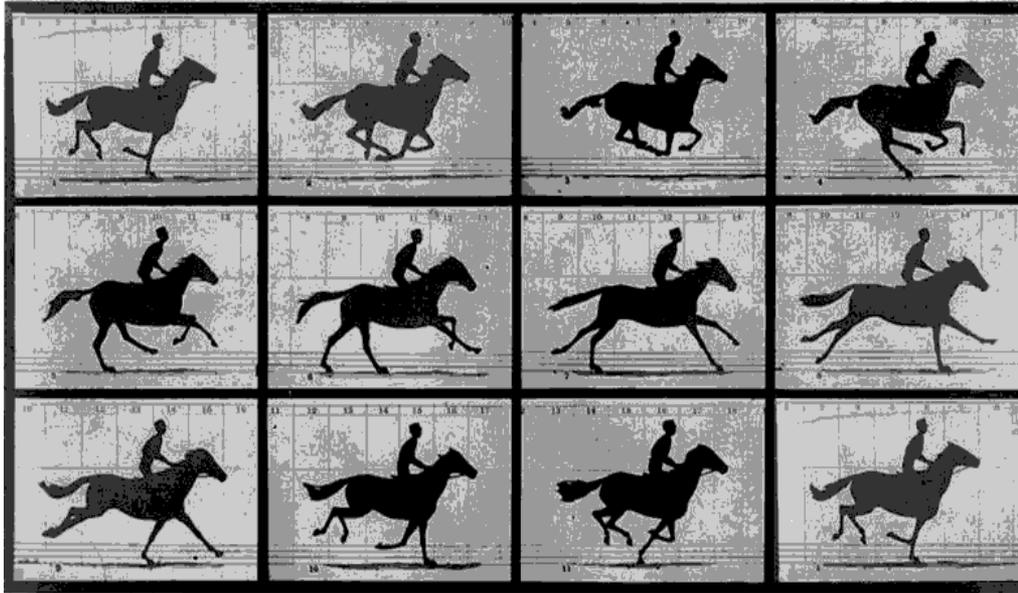
# The first film studio



# Persistence of vision(Μετείκασμα)

- Persistence of vision: refers to the optical illusion whereby multiple discrete images blend into a single image in the human mind and believed to be the explanation for **motion perception** in cinema and animated films. Like other illusions of visual perception, it is produced by certain characteristics of the visual system. That version of the theory was disproved in 1912 by **Wertheimer** but persists in citations in many classic and modern film-theory texts.

# Persistence of vision



# Hollywood

- In early 1910, director D.W. Griffith was sent by the Biograph Company to the west coast with his acting troupe, there Griffith then filmed the first movie ever shot in Hollywood a small village. After hearing about Griffith's success in Hollywood, many movie-makers headed west. As for today Hollywood has become a landmark representing the film industry.

# Classic Movies

- Casablanca

Is a 1942 American romantic drama film.

A masterful tale of two men vying for the same woman's love in a love triangle. The story of political and romantic espionage is set against the backdrop of the wartime conflict between democracy and totalitarianism. It was a solid if unspectacular success in its initial run.



- **Gone with the Wind**

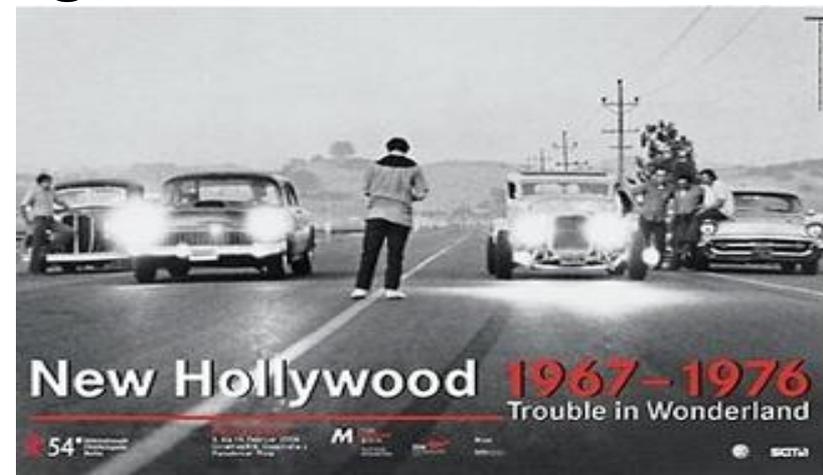
Is a *1940* American romantic drama film.

Scarlett is a woman who can deal with a nation at war. However when the man she has liked so long, gets married to someone else. At the party at Twelve Oaks. There is a new man there that day, the day the Civil War begins and he will change her life forever.



# New Hollywood

- The **New Hollywood** describes the emergence of a new generation of film school-trained directors who had absorbed the techniques developed in Europe in the 1960s! The 1967 film *Bonnie and Clyde* marked the beginning of American cinema rebounding as well, as a new generation of films would afterwards gain success at the box offices as well.



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- In the 1970s, the films of New Hollywood filmmakers were often both critically acclaimed and commercially successful. While the early New Hollywood films like *Bonnie and Clyde* and *Easy Rider* had been relatively low-budget affairs with amoral heroes and increased sexuality and violence, the enormous success enjoyed by Friedkin with *The Exorcist*, Coppola with *The Godfather*, Scorsese with *Taxi Driver*, Polanski with *Chinatown*, and Lucas *Star Wars*, respectively helped to give rise to the modern "blockbuster", and induced studios to focus ever more heavily on trying to produce enormous hits.

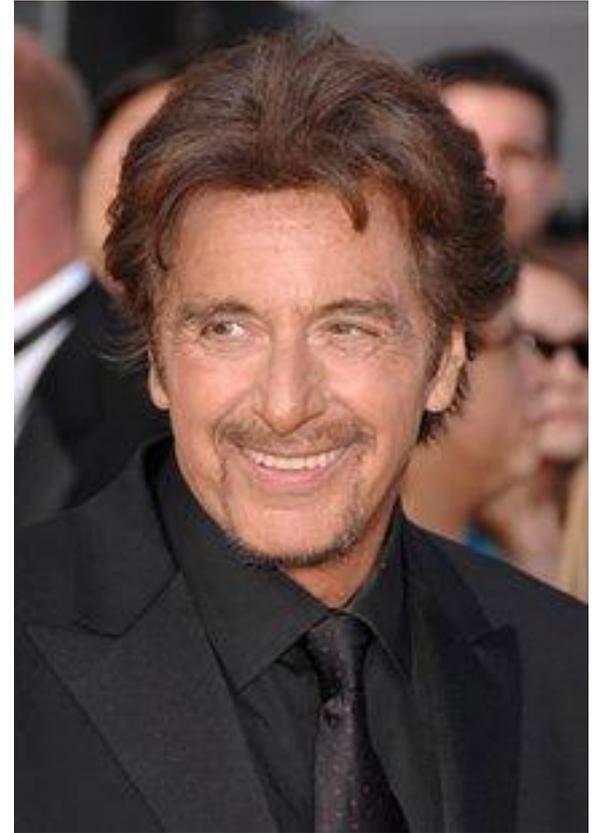
# New Hollywood films



# Famous actors of all times

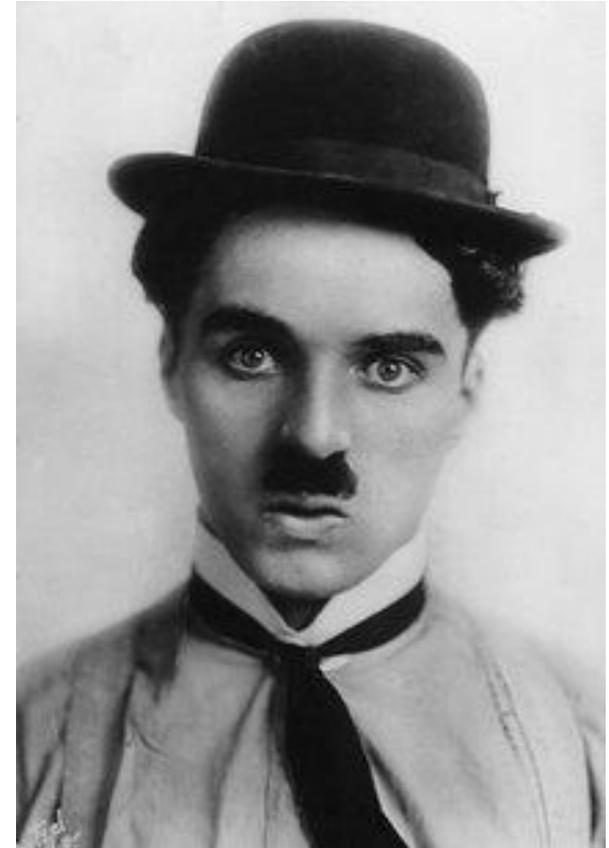
- Al Pacino

One of the greatest actors in all of film history, [Al Pacino](#) established himself during one of film's greatest decades, the 1970s, and has become an enduring and iconic figure in the world of American movies.



- **Charles Chaplin**

Charlie Chaplin considered to be one of the most pivotal stars of the early days of Hollywood, lived an interesting life both in his films and behind the camera. He is most recognized as an icon of the silent film era, often associated with his popular “Little Tramp” character.



- **Ingrid Bergman**

Ingrid Bergman was one of the greatest actresses from Hollywood's lamented Golden Era. Her natural and unpretentious beauty and her immense acting talent made her one of the most celebrated figures in the history of American cinema. Bergman is also one of the most Oscar-awarded actresses.



- Elizabeth Taylor

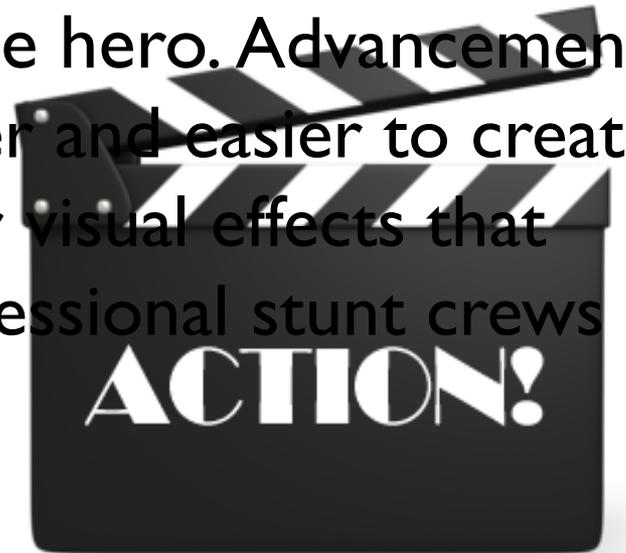
Elizabeth Rosemond Taylor was considered one of the last, if not the last, major star to have come out of the old Hollywood studio system. She was known internationally for her beauty, especially for her violet eyes, with which she captured audiences early on in her youth and kept the world hooked on with since.



# Main Film Genres

- Action

Action film which the protagonist or protagonists end up in a series of challenges that typically include violence, close combat, physical feats, and frantic chases. Action films tend to feature a resourceful hero struggling against incredible odds, which generally concludes in victory for the hero. Advancements in CGI have made it cheaper and easier to create action sequences and other visual effects that required the efforts of professional stunt crews in the past.



- Adventure

Unlike action films, they often use their action scenes preferably to display and explore exotic locations in an energetic way. Adventure films are mostly set in a period background and may include adapted stories of historical or fictional adventure heroes within the historical context.



## ○ Comedy

Comedy is a genre of film in which the main emphasis is on humor. These films are designed to make the audience laugh through amusement and most often work by exaggerating characteristics for humorous effect. Films in this style traditionally have a happy ending.



**COMEDY**

- Drama

Drama is usually qualified with additional terms that specify its particular subgenre, such as "costume drama," "political drama", or "comedy-drama." These terms tend to indicate a particular setting or subject-matter, or else they qualify the otherwise serious tone of a drama with elements that encourage a broader range of moods.



**DRAMA**

- Horror

Horror film is a film genre that seeks to elicit a negative emotional reaction from viewers by playing on their fears. Inspired by literature from authors like Edgar Allan Poe, and Mary Shelley horror films have existed for more than a century. The macabre and the supernatural are frequent themes.



**HORROR**

- Musical

Musical film is a film genre in which songs sung by the characters are interwoven into the narrative, sometimes accompanied by dancing. The songs usually advance the plot or develop the film's characters, though in some cases they serve merely as breaks in the storyline.



## ○ Science Fiction

Science fiction film is a genre that uses speculative fictional science-based depictions of phenomena that are not fully accepted by mainstream science, such as extraterrestrial life forms, alien worlds and time travel, along with futuristic elements such as spacecraft robots, interstellar travel or other technologies. Sci-fi films have often been used to focus on **political** or **social issues**, and to explore philosophical issues like the **human condition**.



## ○ Western

Western is a genre of various arts which tell stories set primarily in the later half of the 19th century in the **American Old West**, often centering on the life of a nomadic **cowboy** or **gunfighter** armed with a revolver and a rifle who rides a horse. Other characters include Native American lawmen, bounty hunters, outlaws, settlers and townsfolk. Westerns often stress the harshness of the wilderness and frequently set the action in an arid and mountains.



**WESTERNS**

- War

War film is a film genre concerned with warfare, typically about **naval**, **air**, or **land** battles in the twentieth century, with combat scenes central to the drama. The fateful nature of battle scenes means that war films often end with them.



**WAR**

# Cinema sector of culture and entertainment

Cinema is the real creator of culture because it is a composite of several factors, which all have the stamp of the human will, which is a spiritual environment, which shows the presence of human spirituality, with representative creations.



# Culture

- ❖ It is a sector of culture, and through it highlighted various forms of arts such as music, dancing, painting, singing etc.
- ❖ morals emerge, customs, and traditions, habits and everyday.
- ❖ contributes to the socialization of individuals, it has a conciliatory character that unites people and leads them to an alternative way of thinking to create something strong between them.
- ❖ people manage to learn and adapt to any form of personal and collective culture to create united and creative aspect(πτυχή) of their culture.

# Entertainment

Cinema is entertainment entity because:

- Of the technological scope and variety.
- It encompasses all the arts.
- Creates delight and enjoyment.
- Productive way of thinking.
- Communication

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- Cinema deeply affect the public, radically changing their lifestyle and behavior.
  - But many characters can be examples to avoid displaying inappropriate behavior.
  - Countless are the values and positive models, which can be transmitted through the movies.

### People through art:

- Become sensitive and refined
- Shape their personality
- Develop criticism and reflection

# A cultural capitalism of entertainment

The Disney group comes closer to the ideal-typical form of the cultural capitalist. With a legendary founder and an accumulation of cinema capital, it developed globally recognized narrations and brand.

The  
**WALT DISNEY**  
Company

- 
- The Disney motion picture film was created in California in 1923. Since it entered the sector after the formation of the major studios, it remained apart in the cinema sector. Indeed, in concentrating on animated films and live action films for children. Disney goods and leisure activities have a civilizational dimension. Indeed, they constitute sets of narrative imaginary worlds, entertainment and symbolics which are intricate and rooted ideally and materially in the daily life of individuals at the transnational level.

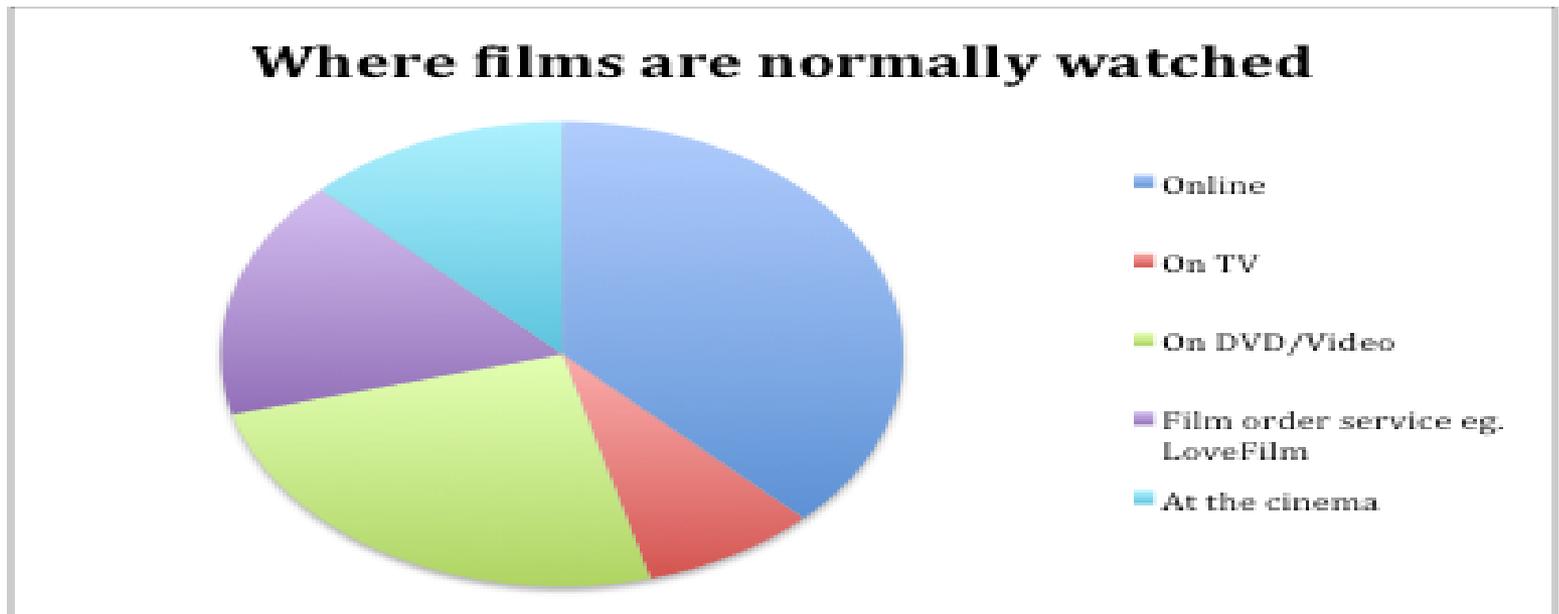
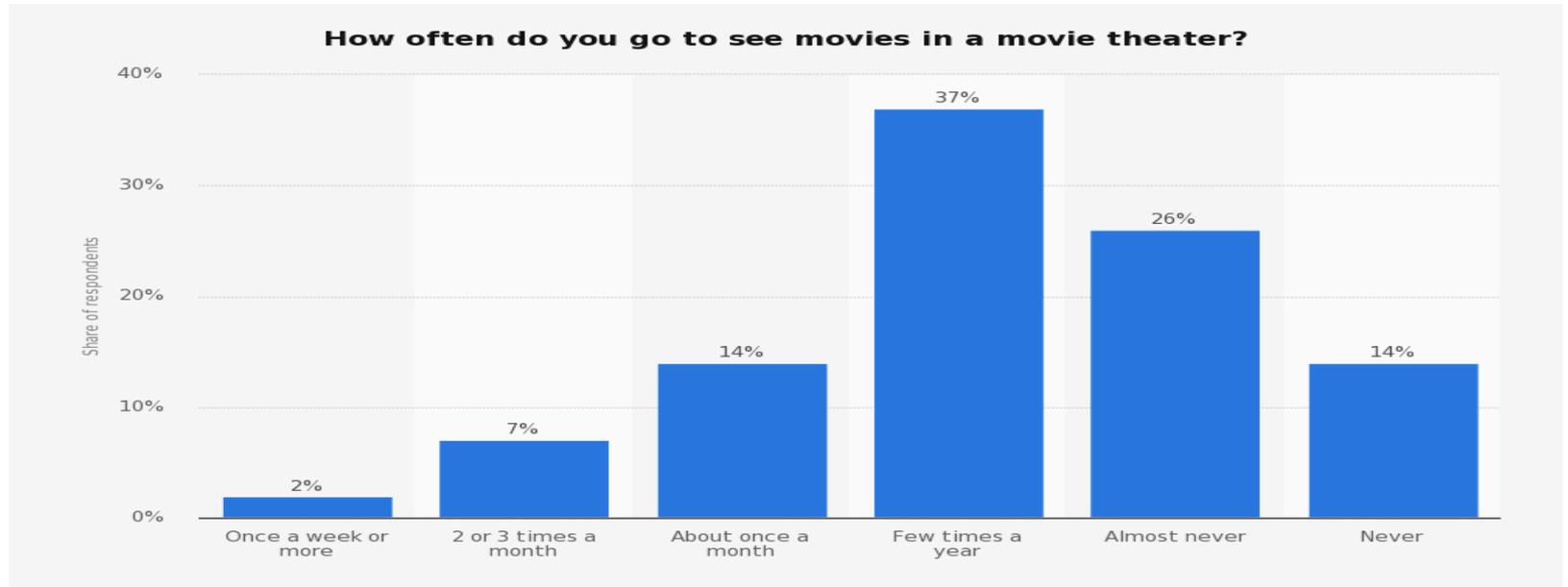
# Statistics and facts about the film industry

- The **global film industry** shows healthy projections for the coming years, as the **global box office revenue** is forecast to increase from about 38 billion U.S. dollars in **2016** to nearly 50 billion U.S. dollar in **2020**.
- The U.S. is the third **largest film market in the world** in terms of tickets sold per year, only behind China and India.
- More than **1.2 billion movie tickets** were sold in the U.S. in 2015. There are about **5,800** cinema sites in the U.S.

- 14% of Americans go to the movies about once a month.
- 7% go see movies in the movie theater twice or three times a month.
- Whereas 37% go a few times a year.
- This is a considerable share taking into account 53% of who prefer watching movies at home.

In 2015, about 691 movies were released in North America, with drama being the most common genre amongst movie releases.

# Statistics



# Latest technology used in movies

- 3D printing : is set to revolutionize film-making from a production design perspective. Concept artists often design with Computer-Generated Imagery (CGI) and Computer-Aided Design (CAD) software, which lends itself perfectly to printing in 3D.

Because the technology can also achieve such sophisticated levels of detail, print size and finish, props departments on big productions are embracing the flexibility and efficiency the process affords.

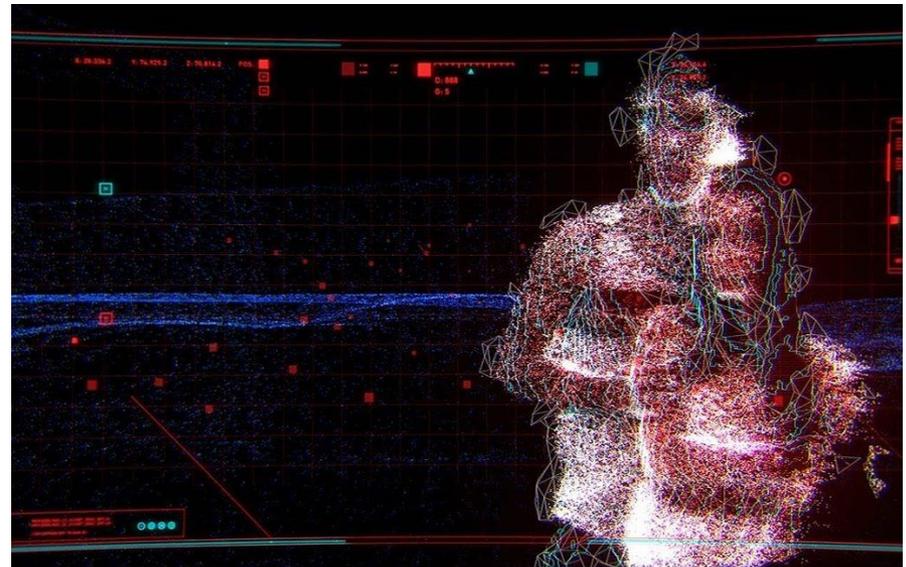
- Virtual reality : Everyone seems to be talking about Virtual Reality (VR), a technology that offers new and exciting ways to consume information and entertainment. As a non-linear medium, VR brings a very different viewing experience to the table.

VR also offers new opportunities to create experiences that enrich the main cinematic event, helping to immerse the audience in a movie before it begins.



- Depth Sensors : Traditionally, 3D motion capture is an expensive investment, but we recently worked with a new format that seems to be revolutionizing this space.

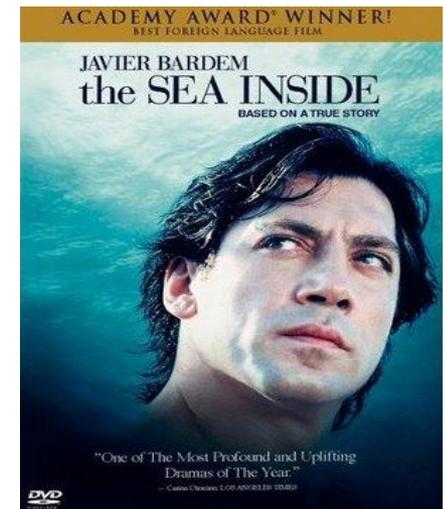
Developed as a CGI-video hybrid, the software repurposes the depth-sensing camera from the Microsoft Kinect to capture and visualize the world as wireframe forms.



- Cloud and collaborative workflows : As with any business activity, teamwork is at the heart of all good films. Digital communication has made filmmaking a smaller, more efficient space that allows the director to draw on the best resources around the world. It's not uncommon to work with a production team in Los Angeles, a film shoot in London and VFX teams in Canada or China. Managed well, this can bring specialisms to the fore, which benefits everyone.

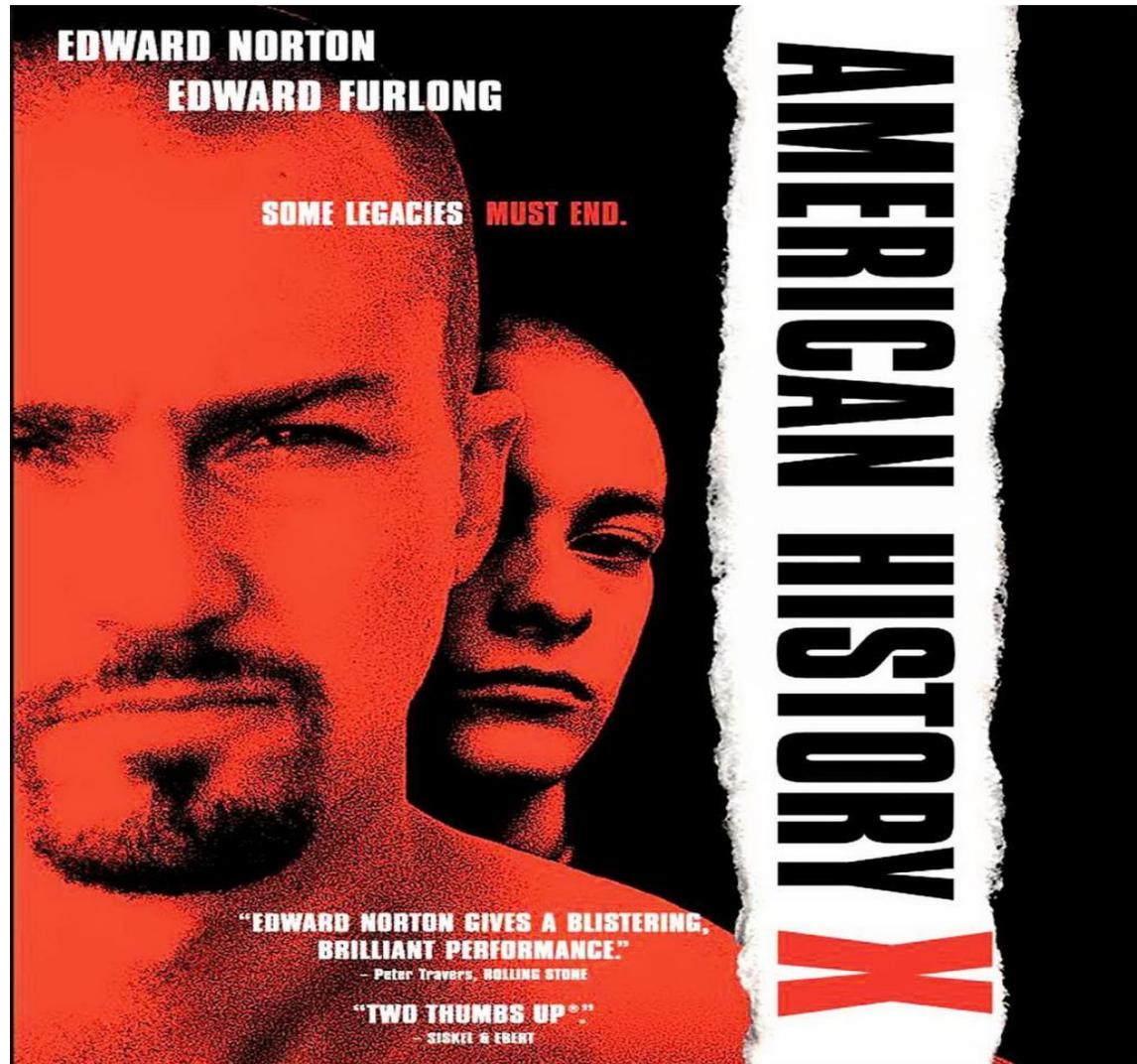
# Defining Films of Our Generation

- The sea inside : is a 2004 Spanish drama film written, produced, directed and scored by Alejandro Amenábar , which won the Academy Award for Best Foreign Language Film. It is based on the real-life story of Ramón Sampedro (played by Javier Bardem), who was left tetraplegia after a diving accident, and his 28-year campaign in support of euthanasia and the right to end his life.



- **American History X** : is a 1998 American crime drama film directed by **Tony Kaye**, written by **David McKenna**, and stars Edward Norton, Edward Furlong etc. The film was released in the United States on October 30, 1998 and was distributed by **New Line Cinema** .The film tells the story of two Los Angeles brothers who become involved in the neo-Nazi movement. The older brother serves three years in prison for voluntary manslaughter, changes his beliefs and tries to prevent his brother from going down the same path. The film is told in the style of nonlinear narrative!

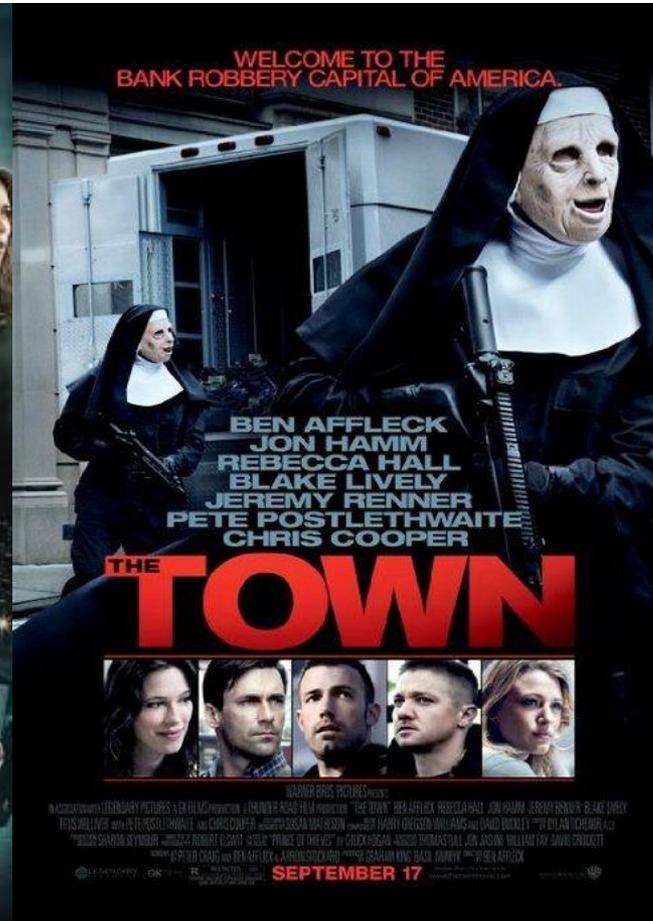
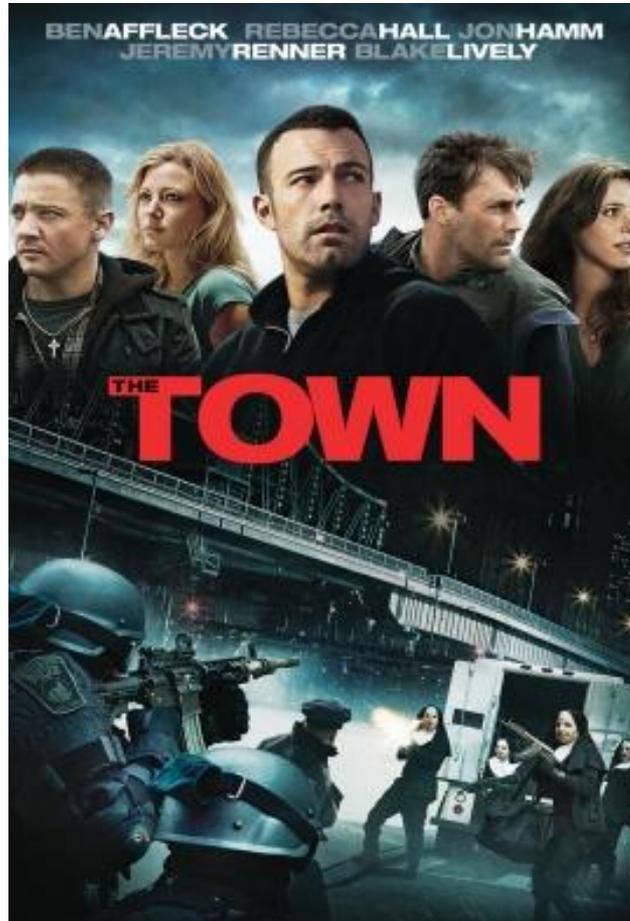
# American History X



- The Town : is a 2010 American crime drama film directed, co-written and starring Ben Affleck, adapted from Chuck Hogan's novel *Prince of Thieves* .It stars Rebecca Hall, Jon Hamm, Jeremy René etc. and follows a group of Boston bank robbers who set out to get one final score by robbing Fenway Park.

*The Town* received largely positive reviews, with critics praising the film's action sequences, Affleck's direction, and Renner's performance.

# The Town



# Famous Actors (New Generation)

- Leonardo DiCaprio

Few actors in the world have had a career quite as diverse as Leonardo DiCaprio. He has gone from relatively humble beginnings, as a supporting cast member of the sitcom *Growing Pains* (1985) and low budget horror movies, to a major teenage heartthrob in the 1990s, as the hunky lead actor in movies such as *Romeo + Juliet* (1996) and *Titanic* (1997), to then become a leading man in Hollywood blockbusters, made by internationally renowned directors .



- Anthony Hopkins

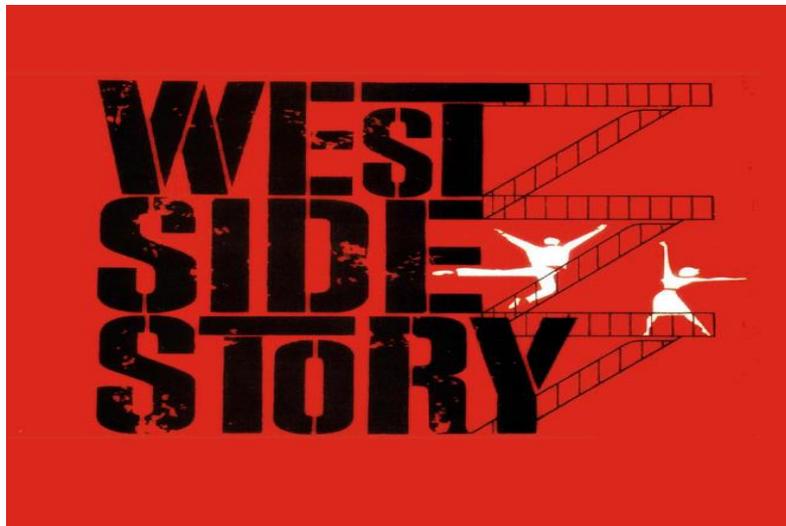
He enjoyed a successful career in cinema and television. In 1968, he worked on *The Lion in Winter* (1968) with Timothy Dalton. Many successes came later, and Hopkins' remarkable acting style reached the four corners of the world. Some of the movies he has starred are *A Bridge Too Far*, *Nixon* and *The Mask of Zorro*.



# Oscar awarded movies

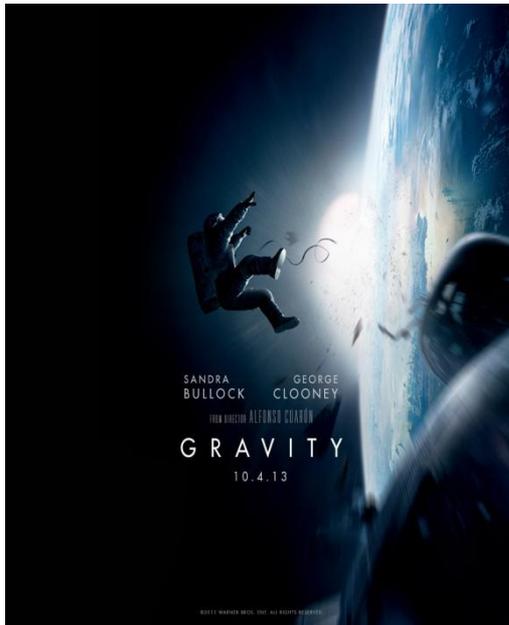
- **West Side Story**

West Side Story is a beautifully-mounted, impressive, emotion-ridden and violent musical which, in its stark approach to a raging social problem and realism of enfoldment, may set a pattern for future musical presentations.



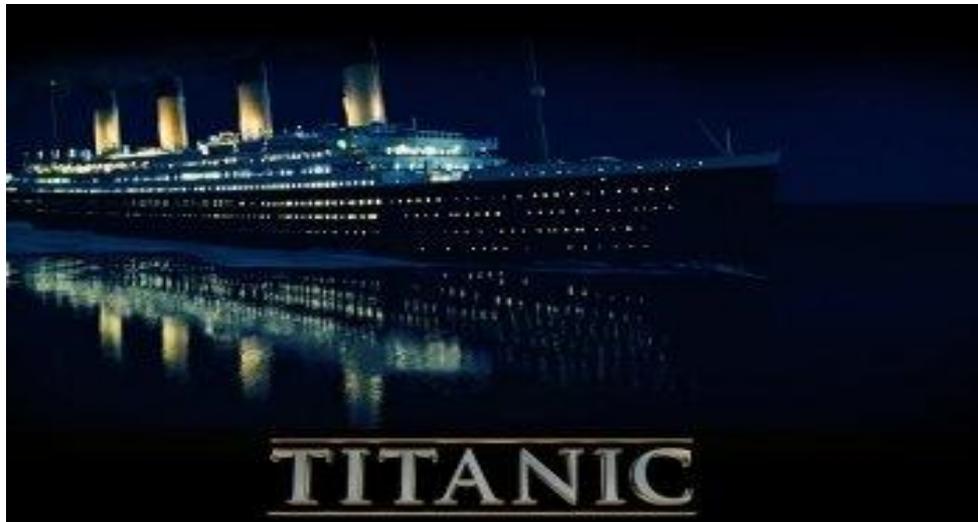
## ○ Gravity

Gravity is an astonishingly detailed, visually painstaking state-of-the-art production that advances what the cinema can show us—even as the human story at its center feels a little thin after a while.



## ○ Titanic

The execution is state-of-the-art and breathtaking. Titanic offers the full compass of courage and cowardice, and it stands as an achievement that truly is a night to remember at the movies. Providing an absorbing blend of historical fact and old-fashioned Hollywood tear jerking.



# “Piracy” (Copyright infringement)

Copyright infringement is the use of works protected by copyright law without permission, infringing certain exclusive rights granted to the copyright holder, such as the right to reproduce, distribute, display or perform the protected work. The term *piracy* is often associated with copyright infringement. The original meaning of *piracy* is “robbery or illegal violence at sea”, but the term has been in use for centuries as a synonym for acts of copyright infringement.

## Motivation

- Pricing – unwillingness or inability to pay the price requested by the legitimate sellers.
- Unavailability – no legitimate sellers providing the product in the country of the end-user: not yet launched there, already withdrawn from sales, never to be sold there.
- Shopping experience – no legitimate sellers providing the product with the required quality through online distribution
- Anonymity – downloading works does not require identification whereas downloads directly from the website of the copyright owner often require a valid email address.

## Legal consequences for illegally downloading movies

Punishment of copyright infringement varies case by-case across countries. Convictions may include jail time and/or severe fines for each instance of copyright infringement. In the United States, willful copyright infringement carries a maximum penalty of *\$150,000* per instance.

