

# Marcel Goes To Hollywood Penguin Readers

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in hollywood the goals of art and business are entangled directors writers actors and idealistic producers aspire to make the best films possible these aspirations often interact with the dominant firms that control hollywood film distribution this control of distribution is crucial as it enables the firms and other large businesses involved such as banks that offer financing to effectively stand between film production and the market this book analyses the power structure of the hollywood film business and its general modes of behaviour more specifically the work analyses how the largest hollywood firms attempt to control social creativity such that they can mitigate the financial risks inherent in the art of filmmaking controlling the ways people make or watch films the book argues is a key

element of hollywood s capitalist power capitalist power the ability to control modify and sometimes limit social creation through the rights of ownership is the foundation of capital accumulation for the hollywood film business capitalist power is about the ability of business concerns to set the terms that will shape the future of cinema for the major film distributors of hollywood these terms include the types of films that will be distributed the number of films that will be distributed and the cinematic alternatives that will be made available to the individual moviegoer combining theoretical analysis with detailed empirical research on the financial performance of the major hollywood film companies the book details how hollywood s capitalist goals have clashed with the aesthetic potentials of cinema and ultimately stymied creativity in the pursuit of limiting risk this sharp critique of the hollywood machine provides vital reading for students and scholars of political economy political theory film studies and cinema

using film as a lens though which we can witness the global transformations in politics economy culture and communication this book analyzes hollywood s shift in its depictions of china and tibet

when the vietnam war punctured the myth of american military invincibility hollywood needed a new kind of war movie the familiar triumphal narrative was relegated to history and with it the heroic legacy that had passed from one generation to the next for more than two hundred years how hollywood helped create and instill the american myth of heroic continuity and how films revised that myth after the vietnam war is what armando josé prats explores in hollywood s imperial wars the book offers a new way of understanding the cultural and historical significance of vietnam in relation to hollywood s earlier representations of americans at war from the mythic heroism of a film like sands of iwo jima to the rupture of that myth in films such as the deer hunter apocalypse now and platoon as early as the mid 1940s prats suggests fears aroused by the cold war were stirring anxieties about sustaining the heroic myth anxieties reflected in the insistent aggressive patriotism in films of the period in this context prats considers the immeasurable cultural importance of john wayne the cinematic apotheosis of wartime valor and righteousness whose patriotism was nonetheless deeply compromised by his not having served in world war ii prats reveals how historical and cultural anxieties emerge in well known vietnam movies in which characters inspired by the heroes of the second world war are denied the heroic legacy of their fathers american war movies in prats s analysis were forever altered by the loss in vietnam even movies like american sniper that exalt war heroes are marked as much by the failure of the heroic tropes of old hollywood war movies as by the tragic turn of actual historical events tracing what prats calls the anxiety of legacy through the films of the world war ii and post vietnam war periods this book offers a new way of looking at both the hollywood war movie and the profound cultural shifts it reflects and refracts

melodrama is the foundation of american cinema it is however a poorly understood term while it is a pervasive and persuasive dramatic mode it is not tied to any specific moral or ideological system it is not a singular genre rather it operates as a genre generating machine capable of determining the aesthetics and structure of the drama within many genres melodrama centers the conflict around the clash between good and evil and provides a sense of poetic justice but the specific values embedded in notions of good and evil are determined by the culture and they shift from nation to nation region to region and period to period this book explores the populist westerns of the 1930s the propaganda films that followed the japanese attack on pearl harbor and the popularity of sax rohmer s master villain fu manchu melodramas of passion and film noir also offer a challenge to melodrama with its seemingly alienated protagonists and downbeat endings yet with few exceptions hollywood was able to assimilate these genres within its melodramatic imagination

the first full length biography of west coast gangster mickey cohen a man of many parts boxer bodyguard blackmailer pimp gambler haberdasher restaurateur racketeer thief a confidant of hollywood legends cohen hung out with rat pack mega stars and hobnobbed with jerry lewis in the world of crime mickey cohen knew everyone from underworld bosses to punks from operator enforcers to b girls a personal friend of professional gigolo johnny stompanato mickey had an association with jack ruby and acted as bodyguard for bugsy siegel he did the bidding for mafiosi bigwigs including meyer lansky sam giancana carlo gambino vito genovese frank costello and lucky luciano at five feet five inches mickey still had a way with women the fugitive patty hearst even played a role in the incredible life of this celebrity gangster right at home during hollywood s golden age and beyond from publisher description

features fifteen in depth profiles of some of hollywood s most celebrated and controversial men and women including eminem diana ross ellen degeneres liza minnelli anna nicole smith doris day john f kennedy jr and paris and nicky hilton includes a dvd with highlights from the e true hollywood story series

the modern american presidency is a lively interpretive synthesis of 20th century leaders filled with intriguing insights into how the presidency has evolved as america rose to prominence on the world stage gould traces the decline of the party system and the increasing importance of the media resulting in the rise of the president as celebrity 36 photos

in this collection of essays seventeen scholars explore the changing depictions of hollywood s indian and how those representations have reflected larger changes in american society

volumes for 1898 1968 include a directory of publishers

keller has collected biographical information on hundreds of hispanic actors directors cinematographers screenwriters producers animators and other film professionals who have participated in united states film from its beginnings in 1894 through the contemporary period as well as filmographic information on the thousands of films in which they have been involved

examines hollywood s european travelogue romances from 1947 to 1964 the end of american isolationism and the advent of challenges in hollywood that made american filmmakers begin filming abroad

this book looks at aspects of the relationship between british and american cinema covering the period from the first world war until the 1960s it deals with the ways in which the two industries have sought to intervene in the affairs of the other and examines how british subject matter drawn from history literature drama biography has had a place in the american film since the earliest days the history of the british cinema its institutions and its films has been closely intertwined with the history of the american cinema since films were first made and viewed in the late 19th century in many ways it has been a one sided relationship with hollywood exerting a powerful influence on the british film industry shap

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