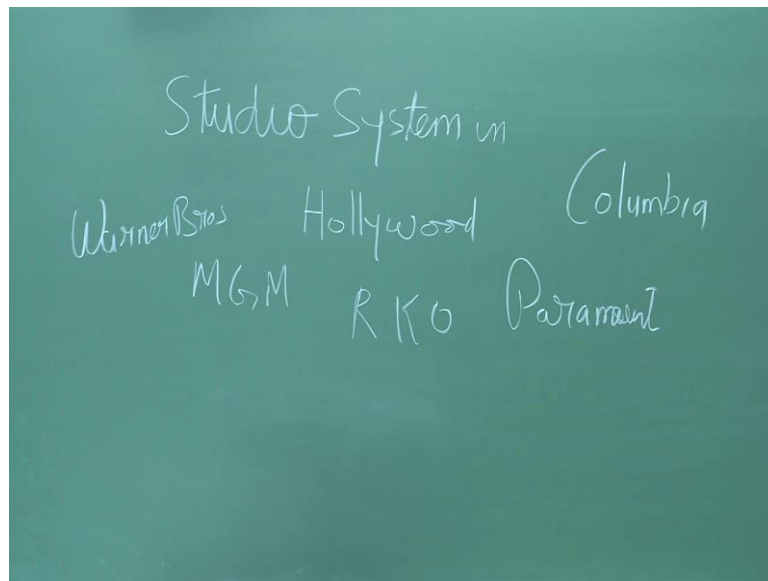


Film Appreciation
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Lecture - 22
Studio Cinema Part – 1

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Welcome friends to another interesting topic for today, it is studio systems in Hollywood. Now what do you understand by the term studio system. So, first of all let me take you to the great studios in Hollywood. What are there? I am sure many of you familiar with that and some of these studios still exists even today. Warner brothers MGM, RKO, Paramount Columbia; those were the great studios that shed holly wood film industry it is a instructive to note that this were not just studio that produce films, but each studios and the system of its own. We have to remember that the studio system in specially in old Hollywood period in golden year, years of Hollywood was the very well oil machinery, and one of the star was to regularly produce films as well as regularly turn outs stars.

So, star machinery you know it was a very integral part of a studio systemic stars were important, they were no longer been today, it may you know today things have been change a lot in, we started feeling the wings of stream from a 60 onwards, but that something that we are gradually moving towards, we have to understand how it all begin.

So, stars were important and the machinery was important to turn out films as well as the stars at frequent regularity.

One reason for the abnormal popularity of films was the existence, and presence of the star people went to movies to watch the favorite stars. And therefore, the studio machinery worked hard to create a star, build up the stars and to work out their images, and also to maintain those carefully cultivated images. So, that is important Hollywood lore is full of incident, and actors who were ordinary people were turned into stars through the great machinery of the studio machinery, and their images were constructed and that was the part of the studio plan. It was important that these actors and actresses they should be built up and their images should be created, and cultivated and maintained any detriment to this images was considered detrimental to the existence of the star as well as well to the system.

So, stars were called Mitanni ideals, that is the term, that is the studios and media use for them they had a specific image that was or built up by the worshipping public. So, we had people such as John Barrymore, Douglas Fairbanks who were these actors were known for this fast talking performer, we had Rudolph Valentino, the Ultimate screen lover specially during the silent and Mary Pickford, Mary Pickford many of you would be familiar with, she has starred in the couple of films in Charlie Chaplin. We also had Gloria Hanson, and those were the ultimate stars of the silent period of the silent era some of them. Of course, also went on to work when movies when talkies stars were the most precious commodity for a studio someone who would live the public inside the film theaters stars sold the pictures. This is also a case very true with our Indian film industry in Hollywood things have changed stars no longer are used to live the public inside the film theaters. Consider a movie like you know even a more recent film like such as [FL] we do not have stars, we do not Hollywood does not need stars at least you know.

So, regularly if our films do. And when I say when our films do we have to of course, look at the larger context. And I am not talking about the more experimental films that are made in our country by enlarge, we live in a star system just like the old Hollywood system, the studio system. This was also a period when and high cost films were very often commercially, and critically successful. For example, Errol Flynn who was associated with MGM his movie on Khammil, and gone with the wind for some of the major block buster of the 30s. Now MGM was managed by the great man the man with Alwin Albert as the production manager along with David Asinik big created some of

the greatest film of all time. Such as *Gone with the Wind*, *Rabbit, Run* and *Dances with Wolves*, and MGM studio was basically essentially very proud of its tag line *More Stars Than Movies*. Then there are in heaven, there was the most prosperous and most studios at one point, and had most of the biggest star director. And the stars and the contract some of the greatest MGM films of this period are *Grand Hotels*, *Kismet*, *Goodbye, Mr. Chips* and *Gone with the Wind* which is also considered the national ultimate, and national Apic of America David O. Selznick was also the most influential producer of this period having made films, such as *Gone with the Wind* and *Rabbit, Run* Speed bond and also a bond here is the clipping from the great *Gone with the Wind*.

Please do watch *Paramount* was another great studio of that time, it was founded in 1916 and progress under the studio was very European in his approach, and most of the directors and techniques had come from Germany having some of the earlier successful of this studio included *Rudolf Valentino* the *sheik*, that is 1921 in 1922. Other set of great movie that came out of *Paramount* studios were *Josephine* written by *Morasko* the *devil is the woman* and all this films with *marine Retrik* marks *brothers comedies*, such as *animal crackers* *monkey's business* *duck soup*, and *Hornet* *Rubish* musical comedies and comedies of manners such as *Monty Kalo* and *Ninotchka*.

Many of this films starts *Varner brothers* was another greatest studios of this time, it was the family with *Jack Vaners* as a in charge of production, *Varner brother* is imposed a trick code of production efficiency on its directors technicians and authors, and interestingly the directors were expected to produce at least five pictures a year, this studio made a fast narratives. And some of the most famous film of this periods made by and the studio belong to the gangster *John*, we have been talking about gangster *John* to this course and his characteristics semiotic features.

So, you may recall all those features apply to some of the greatest films of this, *John* made by this studio such as *little scissor* the *public enemy*, *I am a fugitive from a chain gang* the studio had a great line of directors including *Marks Raina*, *Matycatiest Marbin Aroil*, and others this studio also had a distinction of producing the first talking picture. Now I am aware that many of you are, you have been contacting me for giving you the names the spellings of these great directors, I would suggest that you do a little reach of your own. If you go to an look up great directors associated with *Varner brothers*, many of this names you comes *Paramount MGM* many of this names would occur 28th century *Fox* was established by a greatest studio still in resistances, and was a vice president of

the studio the studio was early successes included sunrise, which I frequently gave preference to in this course.

One of this studio important direction was John Ford how green was my valley, here is the clipping from sunrise Murnau sunrise. Please watch it and understand binaries between cities and rural that I keep talking about first war focus on making realistic films; films that was often Gilty in 1930, however there was a shift a lovable child star became the most bankable star. And later will become the star performer from fifty onwards the studio employed star, such as Marlon Brando Marlon Manro and Jane Rafter Columbia pictures was founded by Henry Cond for the most part of the 1930. Columbia supply the bigger studios with low budget features for double bills double bills a kind of screening of a smaller film alongside a major picture. So, in order to draw in a larger number of audiences even in refill in time you had here to give offer a double bill of star.

So, Columbia pictures supply the double bills very often, which was low budget, they had a very few stars under the contract and had modest production values unlike MGM, Columbia invite successful director from others studios to make a picture for them. Two such examples for only angles have wings and his girls boarded director by the great Howard; Hawks along time studios major was Frank Capra and Columbia a star director Capra believe that movies are fantasies of good will after his early comedies he settle down in the role of an American features.

So, his movies are known for their moral dedication in his films are extremely utopian quite sentimental, and critics have accused him of being extremely populist trying to reem for traditional values with very cosy brand of optimism. The typical feel good cinema that many of us are you know critical about his films and heroes are typically simple, and the word that is often use in connection with Capra heroes is folksy; folksy a very folksy small town country boy kind of a person with simple well. And this kind of hero over coming corrupt cities sophisticate its, and politician films his audience consider his films and morally try.

And if you watch this films today, there look at terribly out of date and out of time this studios major films are its happen one night, Mr Deed goes to town, Mr Smith goes to Washington. So, these are Pran Chopra films, and this wonderful live. Of course, this is a terrific film starring James two, that is a very popular Christmas film, because it the narrative the story take places and the Christmas interestingly Capra was the

commissioner by the us army chief of the staff to make a seven part documented series called, why we fight why was copra commission to there, because by then he had a akure, the image of being a American Medalist. So, who better then copra to make a film about why we fight, which his again utopian ideal and sentimental kind of take on war, here is the scene from Mr Smith goes to Washington starring, James two it.

So, thank you very much, I hope you enjoy the scene and we meet for our next class.