

<p>Topic: <u>Genre</u> Technology:</p> <p>Aesthetics/Style: Popular Genres: Biopics westerns Screwball Comedies Gangster films Musicals Newspaper films</p> <p>Impact/Importance: Genre: helps audiences make choices helps marketing films speeds film production</p> <p>Swashbuckler: popular genre featuring: swords, thin mustaches elaborate costumes, fights, heroic men, good vs. bad, damsels in distress.</p> <p>Genre: Terms: similarities in <u>narrative</u> and <u>visual</u> elements</p>	<p>Topic: <u>Bringing Up Baby</u> Technology:</p> <p>Aesthetics/Style: Screwball Comedy David: a paleontologist wants \$ for his museum Susan: Played by Katharine Hepburn</p> <p>Impact/Importance: The film stays w/in the Hay's Code: But pushes some boundaries: Dominant women Sexual innuendo Ends conservatively: Marriage, no unfaithfulness Women are often stereotypical</p> <p>Terms:</p>	<p>Topic: <u>The Adventures of Robin Hood</u> Technology: Color! ↳ expensive film</p> <p>Aesthetics/Style: Swashbuckler Deliberately unrealistic Audiences want a fun fantasy.</p> <p>Impact/Importance: Ironic: Robin is a socialist/communist but in a film made by a major capitalist business in the US. Errol Flynn ≠ Robin Hood Very different ppl. Morality is obvious</p> <p>Terms:</p>
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Topic: Sound
Technology:
Vitamphone: Warner Bros sound on disc
Fox Movietone: Sound on film
Sound on film eventually won out b/c it made synchronization easy

Aesthetics/Style:
Acting styles changed
New genres (musicals) arose

Impact/Importance:
Studios didn't adopt sound early b/c:
They were afraid of the cost
Thought audiences might not like it
They were afraid that audiences might not like the voices they heard
Sound ended up helping Hollywood overcome the great depression
The Jazz Singer: first film w/ a moment of sync. dialogue

Terms:

Topic: Studios
Technology:

Aesthetics/Style:
Studios played it safe: little experimentation
Designed to entertain/immerse audiences
Run by Maguls: studio bosses

Impact/Importance:
Majors: MGM: biggest
Paramount
Fox
Warner Bros
RKO
Minor: Columbia
Universal
United Artists

Terms: star vehicle: film to show off a film star
Vertical integration: Studios owned production, distribution, and exhibition

Topic: Production Code
Technology:

Aesthetics/Style:
Limited on-screen depictions:
No sex, machine guns, swearing
No inter-racial couples
Crimes were punished
Marriage upheld

Impact/Importance:
Legion of Decency: Catholic group organized movie boycotts in 1920s and 1930s.
Forced the studios to start the...
1934: Production Code Administration
Run by Will Hays
Self-regulation
All movies needed the PCA seal of approval.

Terms: Also called the Hays Code