

1. Record Nr.	UNINA9910785352103321
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Titolo	Post-Classical Hollywood : Film Industry, Style and Ideology since 1945
Pubbl/distr/stampa	Edinburgh, : Edinburgh University Press, 2010
ISBN	9780748643219
Descrizione fisica	1 online resource (321 p.)
Disciplina	791.43097309045
Soggetti	Hollywood (Los Angeles, Calif.) -- History -- 20th century Hollywood (Los Angeles, Calif.) -- History -- 21st century Motion picture industry -- California -- Los Angeles -- History -- 20th century Motion picture industry -- California -- Los Angeles -- History -- 21st century Motion pictures -- United States -- History -- 20th century Motion pictures -- United States -- History -- 21st century Motion pictures - United States - History - 20th century Motion pictures - United States - History - 21st century Motion picture industry - History - 20th century - California - Los Angeles Motion picture industry - History - 21st century - Los Angeles - California Film Music, Dance, Drama & Film
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Copyright; Contents; Illustrations; Acknowledgements; Introduction; PART I Hollywood in Transition 1945-65; Introduction to Part I; Chapter 1 The Autumn of the Patriarchs; The Biggest, the Best: 1946; Chapter 2 The Communication of Ideas; The Biggest, the Best: 1955; Chapter 3 Modernising Hollywood; PART II Crisis and Renaissance 1966-81; Introduction to Part II; The Biggest, the Best: 1965; Chapter 4 The Changing of the Guard; Chapter 5 New Wave Hollywood; The Biggest, The Best: 1975; Chapter 6 Who Lost the Picture Show?; PART III New Hollywood 1982-2006; Introduction to Part III

Chapter 7 Corporate Hollywood
The Biggest, the Best: 1985; Chapter 8
Culture Wars; The Biggest, the Best: 1995; Chapter 9 Post- Classical
Style?; The Biggest, the Best: 2005; Conclusion: 'Hollywood' Now;
Appendix; Further Reading; Index

Sommario/riassunto

At the end of World War II, Hollywood basked in unprecedented prosperity. Since then, numerous challenges and crises have changed the American film industry. Nevertheless, at the start of a new century, Hollywood's worldwide dominance remains intact—indeed, in today's global economy, the products of the American entertainment industry (of which movies are now only one part) are more ubiquitous than ever. How does today's Hollywood—embedded within transnational media conglomerates like NewsCorp., Sony, and Viacom—differ from the legendary studios of its Golden Age? What are
