

1. Record Nr.	UNINA9910796203003321
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Titolo	Beyond free speech and propaganda : the political development of Hollywood, 1907-1927 // Jay Douglas Steinmetz
Pubbl/distr/stampa	Lanham, Maryland : , : Lexington Books, , [2018] ©2018
ISBN	9781498556811 (ebook) 1498556817 (ebook)
Descrizione fisica	1 online resource
Collana	Politics, Literature, and Film
Disciplina	791.43658
Soggetti	Motion pictures - Political aspects - United States Motion pictures - Social aspects - United States Motion picture industry - United States - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	In Beyond Free Speech and Propaganda: The Political Development of Hollywood, 1907-1927, Jay Douglas Steinmetz provides an original and detailed account of the political developments that shaped the American Film Industry in the silent years. In the 1900s and 1910s, the American film industry often embraced the arguments of film free speech and extolled the virtues of propagandistic cinema: the visual art of persuasion seen as part and parcel of deliberative democracy. The development of American cinema in these years was formatively shaped by conflicts with another industry of cultural consumption: liquor. Exhibitors battled with their competitors, the ubiquitous saloon, while film producers often attacked the immorality of drink with explosive propaganda on the screen. But the threat of censorship and economic regulation necessitated control and mastery over the social power of the cinema (its capacity to influence the public through the visualization of ideas) not an open medium of expression or an explicitly political instrument of molding public opinion.