

Rise of Hollywood Unit Test Review

What should you use to study?

Intro to the Silent Film Era Powerpoint notes
“How Hollywood Film Became Great” reading
Hollywood’s Influence on Society notes

“Hollywood: A Celebration of Amer. Silent Film”
“Film as a Reflection of Culture” notes
Hays Formula handouts

Key Questions:

1. Explain the origins and evolution of film in the late 19th and early 20th century.
2. What was appealing about early silent films? To whom were they primarily marketed and why?
3. How did the shift in audiences around 1910 impact the film industry?
4. What was the theater-going experience like for patrons in the 1920s-1940s? (**Movie palaces**)
5. The rise of Hollywood in the 1930s and 1940s:
 - a. What factors enabled American film to rise to power and successfully squelch all other national film industries?
 - b. The reading we did on the business of Hollywood compared the **Hollywood studio system** (meaning the production and promotion of Hollywood movies) to the industrial model pioneered by Henry Ford on his Detroit assembly lines. How was fame manufactured in Hollywood? What were the steps that went into film production & sales?
 - c. What impact did film have on society in the first decades of the 20th century? (Consider the popularity of film & movie stars, the impact on the audience, etc.)
6. In what ways did films in the 1910s-1930s mirror many of the themes/norms/issues present in society at that time? (Consider the examples studied in class: ***Birth of a Nation***, *Safety Last*, ***It***, ***Modern Times***, ***Scarface***, ***Wizard of Oz***, *Swingtime*, ***Shirley Temple*** films like *Bright Eyes*, ***Betty Boop***, etc..)
7. Regulation of the film industry: What prompted the creations of morality standards and the Hays Formula? AND How did the **Hays Formula** and state censorship efforts attempt to reform the film industry?

Key Terms:

Thomas Edison
Flickers
Nickelodeons
The Great Train Robbery
DW Griffith

Walt Disney
Talkies
Studio system
Mabel Normand
William Desmond Taylor

Fatty Arbuckle
Wallace Reid
Clara Bow
Charlie Chaplin
Morality clause

Will Hays
Hays Formula