## **CONTENTS**

List of illustrations	vii
Section I: Why are movies made?	1
Introduction	1
Chapter 1: Cinema as entertainment	5
Chapter 2: Cinema as self-expression	29
Chapter 3: Cinema as informative	59
Chapter 4: Film and politics	95
Chapter 5: Film as a commodity	120
Section II: How do movies get made?	151
Introduction	151
Chapter 6: Starting points	153
Chapter 7: Film production practices	182
Chapter 8: Film labor	209
Interlude on film form	235
Section III: Where do movies go?	263
Introduction	263
Chapter 9: Marketing	267
Chapter 10: Distribution	297
Chapter 11: Exhibition	326
Chapter 12: Evaluative contexts	350
Chapter 13: The longevity of films	374

## FILM STUDIES: A GLOBAL INTRODUCTION

Section IV: How are movies experienced?	401
Introduction	401
Chapter 14: Pleasure and desire	405
Chapter 15: Identification and identity	433
Chapter 16: Transformation	459
Writing about cinema	487
Index	509