Introduction, by Sari Thomas, 1

Part L: The Industry

CONTENTS

Writing Film History: The Struggle for Synthesis, Daniel Manny Lund, 13

Film Financing and Banking, by Janet Wasko, 27

- Film and Not-for-Profit Media Institutions, J. Ronald Green, 37
- Film and Labor: What the Credits Mean, Robert Gustafson, 60
- The Economics of Film: What Is the Method?, Douglas Gomery, 81

Part II: Form and Content

Pictures Can't Say Ain't, Sol Worth, 97

Conventions and Meaning in Film, John Carey, 110

Home Movies as Cultural Documents, Richard Chalfen, 126

Filmic Objectivity and Visual Style, Warren Bass, 139

Genre Film: Myth, Ritual, and Sociodrama, Vivian Sobchack, 147

Part III: The Audience

- To What Extent Does One Have to Learn to Interpret Movies?, Paul Messaris, 168
- The Nature of the Viewing Experience: The Missing Variable in the Effects Equation, James M. Linton, 184
- Film Effects and Ethnicity, Gorham Kindem and Charles Teddlie, 195
- They Taught It at the Movies: Films as Models for Learned Sexual Behavior, Garth S. Jowett, 209
- People's Attitudes Toward Motion Pictures, Bruce A. Austin, 222

Talking About Film, George F. Custen, 237

The Social Experience of Movies, Ian Jarvie, 247

Index, 269