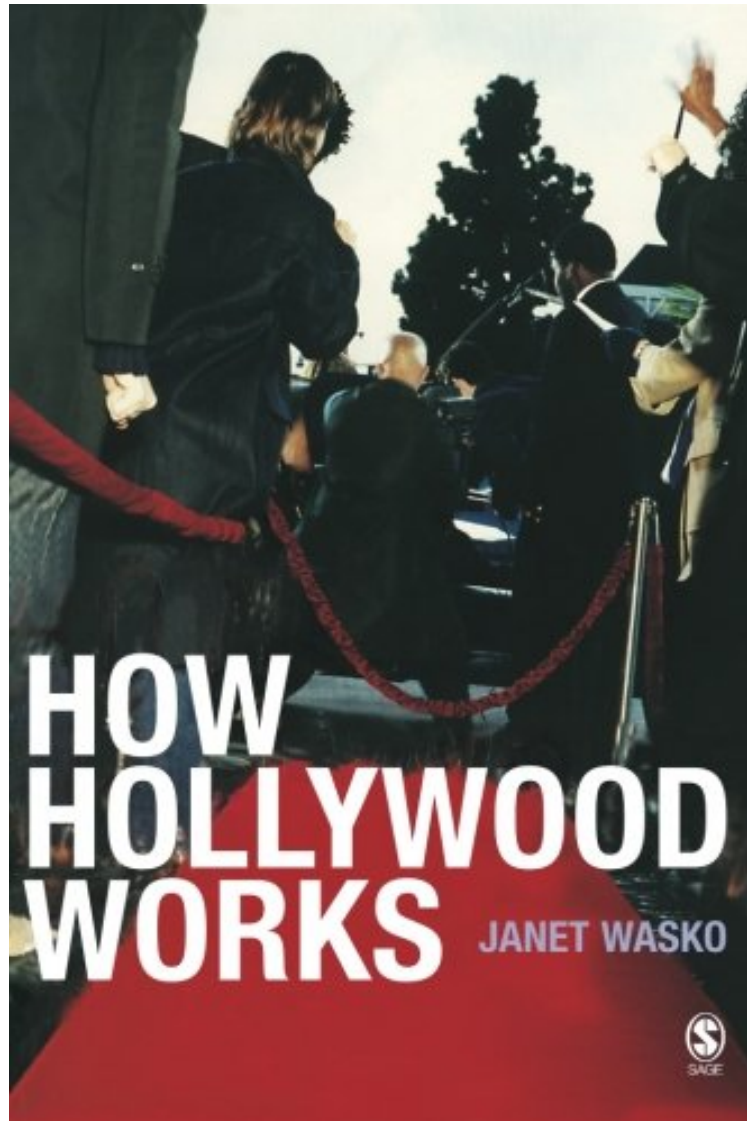


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How Hollywood Works

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Janet Wasko : How Hollywood Works before purchasing it in order to gage whether or not it would be worth my time, and all praised How Hollywood Works:

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This is a book about the US motion picture industry - its structure and policies, its operations and practices. It looks at

the processes that are involved in turning raw materials and labor into feature films. It describes the process of film production, distribution, exhibition and retail - a process that involves different markets where materials, labor and products are bought and sold. In other words, this is a book about how Hollywood works - as an industry. How Hollywood Works: - offers an up-to-date survey of the policies and structure of the US film industry - looks at the relationship between the film industry and other media industries - examines the role of the major studios and the other players - including, law firms, talent agents, and trade unions and guilds - provides access to hard-to-find statistical information on the industry While many books describe the film production and marketing process, they usually do so from an industry perspective and few look at Hollywood critically from within a more general economic, political and social context. By offering just such a critique, Janet Waskos text provides a timely and essential analysis of how Hollywood works for all students of film and media.

"This book is a valuable summary of film industry practices in Hollywood. It provides good detail based on industry information that is relatively current. More importantly, it provides an excellent reference for scholars who want to include Hollywood in broader media studies and have no one good source to go to on "how Hollywood works." It includes several appendices, an excellent bibliography (plus references at the end of each chapter), and a solid index."--Emile McAnany "A Quarterly of Communication Research" (06/09/2006) "This book is a valuable summary of film industry practices in Hollywood. It provides good detail based on industry information that is relatively current. More importantly, it provides an excellent reference for scholars who want to include Hollywood in broader media studies and have no one good source to go to on "how Hollywood works." It includes several appendices, an excellent bibliography (plus references at the end of each chapter), and a solid index."--Emile McAnany "A Quarterly of Communication Research" (06/09/2006)-This book is a valuable summary of film industry practices in Hollywood. It provides good detail based on industry information that is relatively current. More importantly, it provides an excellent reference for scholars who want to include Hollywood in broader media studies and have no one good source to go to on -how Hollywood works.- It includes several appendices, an excellent bibliography (plus references at the end of each chapter), and a solid index.---Emile McAnany-A Quarterly of Communication Research- (06/09/2006) "This book is a valuable summary of film industry practices in Hollywood. It provides good detail based on industry information that is relatively current. More importantly, it provides an excellent reference for scholars who want to include Hollywood in broader media studies and have no one good source to go to on "how Hollywood works." It includes several appendices, an excellent bibliography (plus references at the end of each chapter), and a solid index." (Emile McAnany A Quarterly of Communication Research 2006-06-09)About the AuthorWaskos teaching areas include the political economy of communications, media theories and international communication issues. She is author, co-author or editor of 19 books including Understanding Disney: The Manufacture of Fantasy;Dazzled by Disney: The Global Disney Audience Project; and The Handbook for Political Economy of Communications. She is currently serving as the President of the International Association for Media and Communication Research.