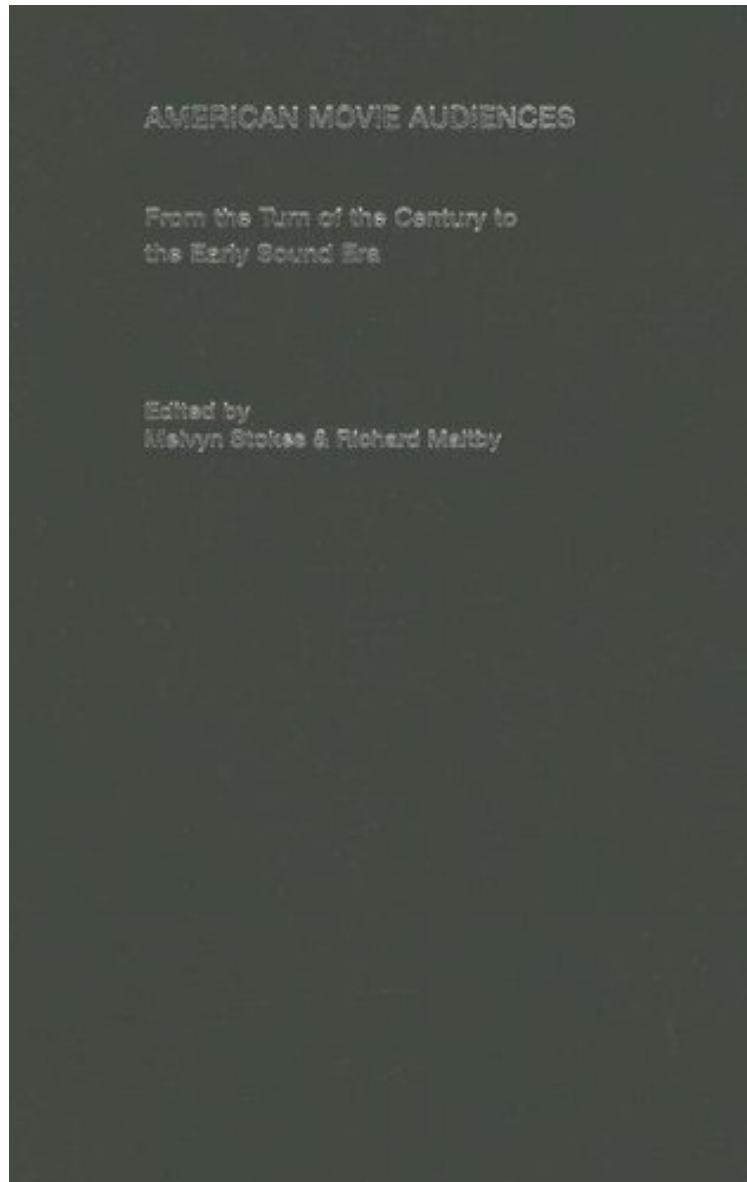


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American Movie Audiences: From the Turn of the Century to the Early Sound Era

Richard Maltby

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From the Turn of the Century to the Early Sound Era:

American Movie Audiences examines the place of Hollywood cinema in the everyday life of its spectators from its beginnings to the arrival of sound. Previously, little has been known of early audiences and their response to the films of the day and this book brings together an array of fresh research on some of the key issues. These include the social composition of audiences, questions of ethnicity and class in the Nickelodeon era and how attempts at regulating cinema were justified by the particular and (not always accurate) constructions of cinema audiences by middle class reformers. Other contributors consider the extent to which audiences and other conditions of reception became standardised and the ways in which audiences and exhibitors participated in - or resisted - the process of homogenisation that accompanied the rise of Hollywood.

kkk"[A] rich, productive volume, one well worth the attention of any scholar concerned with the myriad ways meaning has been made of the movies." -- Metro
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