



The Hollywood Studio System (The Silent Era)

1. In general, what is the studio system? What does "vertically integrated" mean?
2. Who are "the independents" and why were they initially more successful than the Trust?
3. What were the conventions of Hollywood's "feature film"?
4. How long did it take the U.S. film industry to move from selling movies as a novelty (i.e., cinema of attractions) to developing a fine-hone publicity machine?
5. How did the star system benefit Hollywood? Where did these stars come from?
6. Why is United Artists unique in terms of the studio system?
7. What is a shooting script, and why does it develop in the studio system and not before?
8. Why is Adolph Zukor important to the inception of the studio system, distribution in particular?
9. What does the term *block booking* mean? And how does Wall Street get involved with Hollywood?
10. Explain the purpose of the MPPDA and Will Hays.
11. When did the era of the picture palace begin? What could one see there? What did the movie houses look like, feel like, and sound like? Who could attend?



The stage & orchestra pit of the Roxy Theatre (1927)