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РАЗВИТИЕ АМЕРИКАНСКОГО КИНЕМАТОГРАФА
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Film industry of USA is the largest film industry in the world. It has an impact on content and technologies of world movie. The biggest movie sets are in Hollywood. That's why often equate Hollywood and American film industry. It is not right, because USA is not only Hollywood; it is developed system of independent films.

History of Hollywood

Birth and becoming of Hollywood

Village Hollywood was near Los-Angeles. It had good climatic conditions geographical features. This village had 300 sunny days in year and it was near mountains. Also land prices were low. That's why in Hollywood mass construction of film studios started.

In 1907 filmmaking started in Los-Angeles. In 1913 film of Cecil Blount DeMille "The Squaw Man" was shot. With this film history of Hollywood began.

This village turned into capital of American film industry, because 90% of film studios were located here.

Film industry of USA needed in entertainment movies. That's why it limited authoring possibilities of directors.

Development of American film industry didn't go smoothly. Trend of integration of filmmaking was seen very distinctly. For example, in 1915 film studio "Metro Pictures" was created, in 1919 film studio "Goldwyn Pictures" was created. In 1924 these studios were combined in one studio "Metro-Goldwyn-Mayer".

Rise of Hollywood and classic Hollywood

An elaborate system of genres is typical for classic Hollywood:

- comedy;
- melodrama;
- western;
- musical;
- Thriller.

Since 1930 high-budget and entertainment films are shot in color. In post-war period such genre as "sword & sandal" became popular. It was high-budget films, which were based on ancient stories with great number of grandiose scenes of crowd scene.

New Hollywood

Films, which were shot by young directors, often impugn basic facilities of traditional genres. They used finds of European auteur cinema and injected into the film industry themes and style, which went contrary to the traditions of studios. In 1970 interest in experiments

missed after fail of some high-budget experimental projects. One of them was film “Gates of heaven”, which was shot in 1980.

Direction of studios decided relies only on tried prescription of commercial success, because action and science-fiction films of George Walton Lucas (“Star Wars”) and Steven Allan Spielberg (“Jaws”) brought main profit.

Time of experimentation in history of Hollywood finished.

Independent American film industry

Independent American film industry initially didn't support by major film companies. On the one hand, it means small budgets, on the other hand it means less pressure on the directors. From the time of the New Hollywood line between independent film and commercial mainstream with each decade become increasingly shaky. Leaders of independent American film industry (for example, Coen brothers and Quentin Jerome Tarantino) shoot films, which bring such high profit as commercially oriented projects midlevel. Units, which specializing in film production "is not for everyone," opened in all major studios: Miramax Films at the studio Disney, Focus Features at the studio Universal, Fox Searchlight at 20th Century Fox.

Modern period

The major players in modern American Film Market - six studios-majors: Paramount Pictures, Warner Bros. Pictures, Columbia Pictures, 20th Century Fox, Universal Studios and Walt Disney Company, serving under the brand name “Buena Vista”. Production of independent studios DreamWorks, Lionsgate and The Weinstein Company takes near 10-15% of film market.

Entertainment films, which are shot with using of computer graphics and special effects, bring the highest profit to the major studios. It is very easy to interest viewer by sequels of popular films, that's why the most successful films are organized by the serial principle of franchise.