



Useful Cinema

From Brand: Duke University Press Books

Download now

Read Online →

Useful Cinema From Brand: Duke University Press Books

By exploring the use of film in mid-twentieth-century institutions, including libraries, museums, classrooms, and professional organizations, the essays in *Useful Cinema* show how moving images became an ordinary feature of American life. In venues such as factories and community halls, people encountered industrial, educational, training, advertising, and other types of “useful cinema.” Screening these films transformed unlikely spaces, conveyed ideas, and produced subjects in the service of public and private aims. Such functional motion pictures helped to shape common sense about cinema’s place in contemporary life. Whether measured in terms of the number of films shown, the size of audiences, or the economic activity generated, the “non-theatrical sector” was a substantial and enduring parallel to the more spectacular realm of commercial film. In *Useful Cinema*, scholars examine organizations such as UNESCO, the YMCA, the Amateur Cinema League, and the Metropolitan Museum of Art. They also consider film exhibition sites in schools, businesses, and industries. As they expand understanding of this *other* American cinema, the contributors challenge preconceived notions about what cinema is.

Contributors. Charles R. Acland, Joseph Clark, Zoë Druick, Ronald Walter Greene, Alison Griffiths, Stephen Groening, Jennifer Horne, Kirsten Ostherr, Eric Smoodin, Charles Tepperman, Gregory A. Waller, Haidee Wasson. Michael Zryd

↓ [Download Useful Cinema ...pdf](#)

📄 [Read Online Useful Cinema ...pdf](#)

Useful Cinema

From Brand: Duke University Press Books

Useful Cinema From Brand: Duke University Press Books

By exploring the use of film in mid-twentieth-century institutions, including libraries, museums, classrooms, and professional organizations, the essays in *Useful Cinema* show how moving images became an ordinary feature of American life. In venues such as factories and community halls, people encountered industrial, educational, training, advertising, and other types of “useful cinema.” Screening these films transformed unlikely spaces, conveyed ideas, and produced subjects in the service of public and private aims. Such functional motion pictures helped to shape common sense about cinema’s place in contemporary life. Whether measured in terms of the number of films shown, the size of audiences, or the economic activity generated, the “non-theatrical sector” was a substantial and enduring parallel to the more spectacular realm of commercial film. In *Useful Cinema*, scholars examine organizations such as UNESCO, the YMCA, the Amateur Cinema League, and the Metropolitan Museum of Art. They also consider film exhibition sites in schools, businesses, and industries. As they expand understanding of this *other* American cinema, the contributors challenge preconceived notions about what cinema is.

Contributors. Charles R. Acland, Joseph Clark, Zoë Druick, Ronald Walter Greene, Alison Griffiths, Stephen Groening, Jennifer Horne, Kirsten Ostherr, Eric Smoodin, Charles Tepperman, Gregory A. Waller, Haidee Wasson. Michael Zryd

Useful Cinema From Brand: Duke University Press Books Bibliography

- Sales Rank: #1584135 in Books
- Brand: Brand: Duke University Press Books
- Published on: 2011-10-14
- Released on: 2011-10-14
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 1.00" w x 6.13" l, 1.50 pounds
- Binding: Paperback
- 400 pages

 [Download Useful Cinema ...pdf](#)

 [Read Online Useful Cinema ...pdf](#)

Editorial Review

Review

“[T]he 13 case studies nicely illustrate the variety of institutional settings in the US that exploited the cinematic medium to shape thinking, tastes, and behaviors throughout the 20th century. . . . The overall results are engaging, provocative, and *useful*. Highly recommended. Lower-division undergraduates through faculty/professionals; general readers.” - J. I. Deutsch, *Choice*

“Charles Acland offers here a complementary (and alternative) history of media engagement. . . . provides significant food for thought. . . . [E]xperimental film serves perhaps an unusual, but still a legitimate, purpose.” - Liz Giuffre, *Media International Australia*

“A wholly solid collection of new research in a blossoming area of study. Each of *Useful Cinema*'s articles offers unique, substantial, and interesting work that will engage and benefit any scholar even peripherally interested in the socio-cultural and socio-political dimensions of educational or industrial film. . . . As broad as its subject matter may be, the volume is unified by a rigorous standard of archival scholarship, a remarkable tendency to build interest and delight in unexpected topics, and a consistency of accessible writing that clearly illuminates how film and media are used to write and rewrite social histories.” - Andrew James Myers, *Mediascape*

“Education is commonly understood as opposed to entertainment. But this rich and fascinating volume puts the lie to such an assumption. It shows how, across the decades, ‘useful cinema’ was measured in relation to Hollywood entertainment and indeed interacted with it in a complex fashion. *Useful Cinema* does so through essays that are themselves compelling and captivating, eloquent and enjoyable. The book is itself, in other words, a masterful blend of the entertaining and the useful.”—**Dana Polan**, New York University

“This valuable book reveals how moving images proliferated beyond the spectacular confines of theaters to become deeply embedded in everyday life, cultures, and institutions. The publication of this fascinating anthology is a welcome sign that film historians are starting to forgo their longtime fascination with mass-produced glamour and make peace with cinema’s most utilitarian, and numerically dominant, genres.”—**Rick Prelinger**, founder of Prelinger Archives

“[T]he 13 case studies nicely illustrate the ‘variety of institutional settings in the US that exploited the cinematic medium to shape thinking, tastes, and behaviors throughout the 20th century. . . . The overall results are engaging, provocative, and *useful*. Highly recommended. Lower-division undergraduates through faculty/professionals; general readers.”
(J. I. Deutsch *Choice*)

“A wholly solid collection of new research in a blossoming area of study. Each of *Useful Cinema*'s articles offers unique, substantial, and interesting work that will engage and benefit any scholar even peripherally interested in the socio-cultural and socio-political dimensions of educational or industrial film. . . . As broad

as its subject matter may be, the volume is unified by a rigorous standard of archival scholarship, a remarkable tendency to build interest and delight in unexpected topics, and a consistency of accessible writing that clearly illuminates how film and media are used to write and rewrite social histories.”
(Andrew James Myers *Mediascape*)

“Charles Acland offers here a complementary (and alternative) history of media engagement.... provides significant food for thought.... [E]xperimental film serves perhaps an unusual, but still a legitimate, purpose.”
(Liz Giuffre *Media International Australia*)

About the Author

Charles R. Acland is Professor and Concordia University Research Chair in Communication Studies at Concordia University in Montreal. He is the author of *Screen Traffic: Movies, Multiplexes, and Global Culture*, also published by Duke University Press, and the editor of *Residual Media*.

Haidee Wasson is Associate Professor in the Mel Hoppenheim School of Cinema at Concordia University. She is the author of *Museum Movies: The Museum of Modern Art and the Birth of Art Cinema* and a co-editor of *Inventing Film Studies*, also published by Duke University Press.

Users Review

From reader reviews:

Ruben Martin:

The book Useful Cinema make one feel enjoy for your spare time. You may use to make your capable far more increase. Book can to be your best friend when you getting tension or having big problem with the subject. If you can make examining a book Useful Cinema to become your habit, you can get a lot more advantages, like add your capable, increase your knowledge about some or all subjects. You are able to know everything if you like open and read a book Useful Cinema. Kinds of book are several. It means that, science guide or encyclopedia or other individuals. So , how do you think about this guide?

Christine McClellan:

This Useful Cinema is great e-book for you because the content and that is full of information for you who else always deal with world and also have to make decision every minute. This book reveal it details accurately using great arrange word or we can state no rambling sentences inside it. So if you are read the item hurriedly you can have whole info in it. Doesn't mean it only provides straight forward sentences but tricky core information with beautiful delivering sentences. Having Useful Cinema in your hand like having the world in your arm, info in it is not ridiculous just one. We can say that no guide that offer you world throughout ten or fifteen tiny right but this guide already do that. So , this is certainly good reading book. Heya Mr. and Mrs. hectic do you still doubt that?

Zenaida Jackson:

In this period of time globalization it is important to someone to get information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information simpler to share. You can find a lot of references to get information example: internet, paper, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. The particular book that recommended for you is Useful Cinema this book consist a lot of the information from the condition of this world now. This kind of book was represented how does the world has grown up. The language styles that writer require to explain it is easy to understand. Typically the writer made some study when he makes this book. That is why this book suitable all of you.

Joan Marcial:

Beside this particular Useful Cinema in your phone, it may give you a way to get more close to the new knowledge or details. The information and the knowledge you will got here is fresh through the oven so don't become worry if you feel like an old people live in narrow commune. It is good thing to have Useful Cinema because this book offers for you readable information. Do you often have book but you seldom get what it's interesting features of. Oh come on, that will not end up to happen if you have this in the hand. The Enjoyable agreement here cannot be questionable, like treasuring beautiful island. Techniques you still want to miss the item? Find this book as well as read it from at this point!

Download and Read Online Useful Cinema From Brand: Duke University Press Books #05O1NECGTKP

Read Useful Cinema From Brand: Duke University Press Books for online ebook

Useful Cinema From Brand: Duke University Press Books Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Useful Cinema From Brand: Duke University Press Books books to read online.

Online Useful Cinema From Brand: Duke University Press Books ebook PDF download

Useful Cinema From Brand: Duke University Press Books Doc

Useful Cinema From Brand: Duke University Press Books Mobipocket

Useful Cinema From Brand: Duke University Press Books EPub

05O1NECGTKP: Useful Cinema From Brand: Duke University Press Books