



Reframing Culture: The Case of the Vitagraph Quality Films (Paperback)

By William Uricchio, Roberta E. Pearson

Princeton University Press, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. The works of Shakespeare and Dante or the figures of George Washington and Moses do not often enter into popular conceptions of the silent cinema, yet, between 1907 and 1910, the Vitagraph Company frequently used such material in producing quality films that promulgated respectable culture. William Uricchio and Roberta Pearson situate these films in an era of immigration, labor unrest, and mainstream American xenophobia, in order to explore the cultural views promoted by the films and the ways the audiences--the middle classes as well as workers and immigrants--related to what they saw. The authors associate the production of quality films with a top-down forging of cultural consensus on issues such as patriotism and morality, and reveal the surprising bottom-up negotiations of these films meanings. . Devoting chapters to the literary, historical, and biblical subjects used by Vitagraph, this book draws upon plays, pageants, school textbooks, and even product advertisements to illuminate the conditions of cinematic production and reception. It provides a detailed look at one aspect of the film industry s transformation from despised cheap amusement to the nation s dominant mass medium, while showing...



[READ ONLINE](#)
[5.84 MB]

Reviews

This book is definitely worth getting. It usually will not price too much. Its been printed in an extremely simple way in fact it is only right after i finished reading this publication where basically altered me, modify the way i think.

-- **Avery Daugherty**

Absolutely essential study book. It normally fails to price excessive. I realized this ebook from my dad and i encouraged this publication to find out.

-- **Mariela Stroman**