

The Power of Film

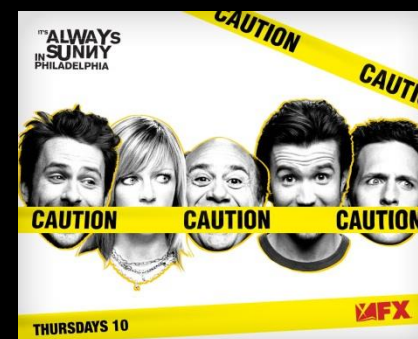
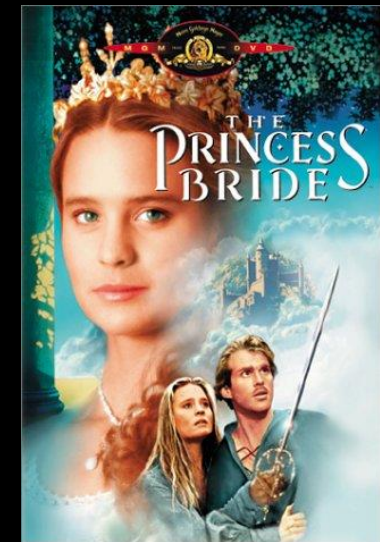
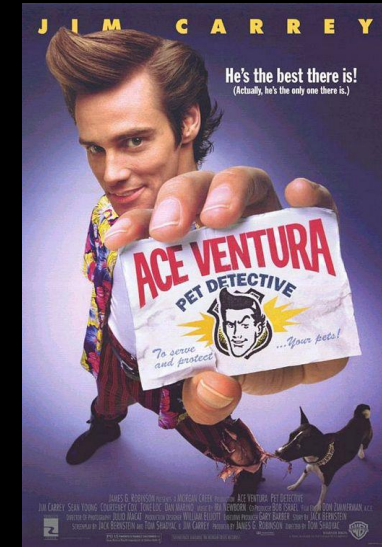
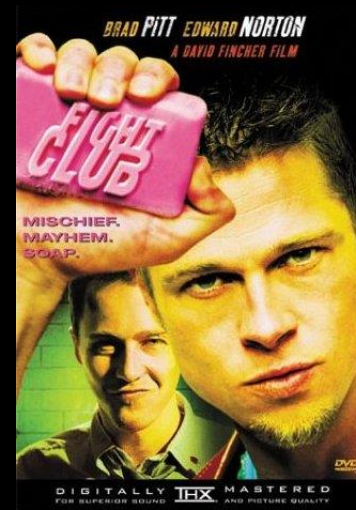
The “**POWER**” is connected to our “**HUMANITY**” in specific ways:

- AS HUMANS, we are **hard-wired for storytelling** as a social/cultural bond.
- We are biologically **Eye/ear-CENTRIC**.
- According to M, The more **realistic** (verisimilitude) a story is the more impactful.
 - This power is **unique to film** (TV and video as well)
 - “Film connects to the **human psyche** in a deep way.” Stanley Cavell
 - The mind seems to step into another sphere of engagement as the images on the screen flood into our receptive consciousness.
 - Altered state of consciousness is enthralling and irresistible.
- **The mind-movie problem** = how a 2 dimensional moving image hooks our consciousness.
- Our minds and movies are suited to one another.
 - Sacred form of Art?



Individual Power of Film

- **Demographic Power:** Movies have a larger mass appeal than most other artistic media. Cross-Cultural.
- Movies appeal to us at unconscious psychological levels. (Freud)
- We have a very BASIC “natural literacy” for understanding movies. (Noel Carroll)
- Movies **AMPLIFY/ACCENTUATE** reality through **HEIGHTENED** stories via powerful images, special FX, audio, dialogue, music.
- Offers us “fiction” (a better more entertaining world). We want to be fooled?!
- Movies are **NOT** mirrors of reality.
- Movies support/reinforce the prevailing **social/ideological** viewpoints in society.



The Film Industry as Media/Cultural EPICENTER of American Society

1. **Economic** Center of Entertainment Industry \$9-12 Billion/year in USA alone
2. **Cultural** Epi-Center (Names, People, places, and events)
3. **Narrative/Philosophical** Center— (IMPORTANT Shared Stories, Common Mythologies)
4. **Educational** Center
5. **Political** Power (Nationally and Globally)

