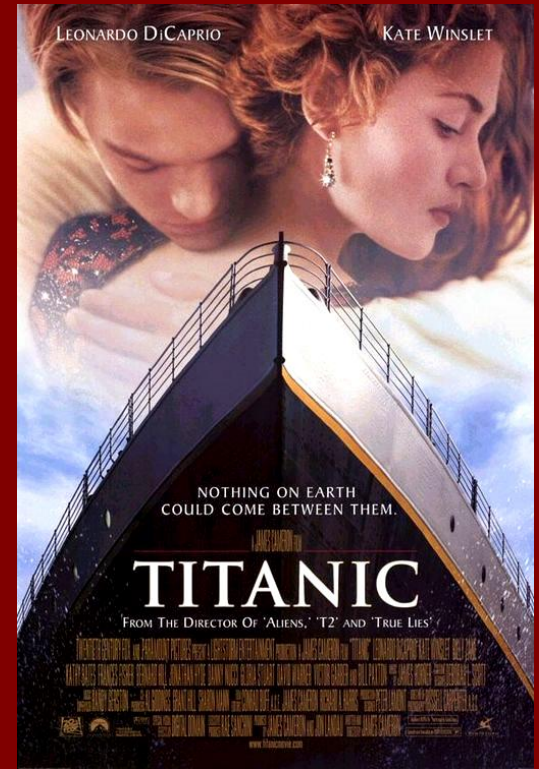


The Power of Film

Colin McGinn



The Power of Film

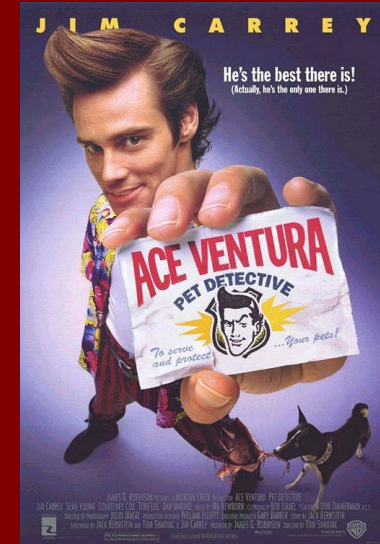
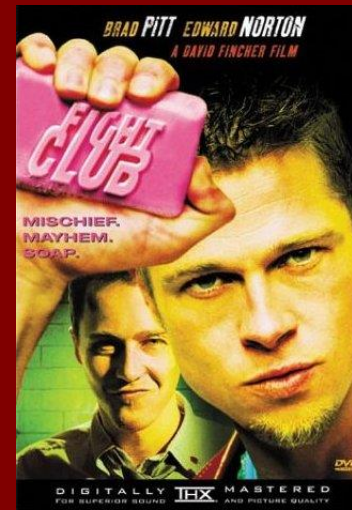
The “**POWER**” is connected to our “**HUMANITY**” in specific ways:

- 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?



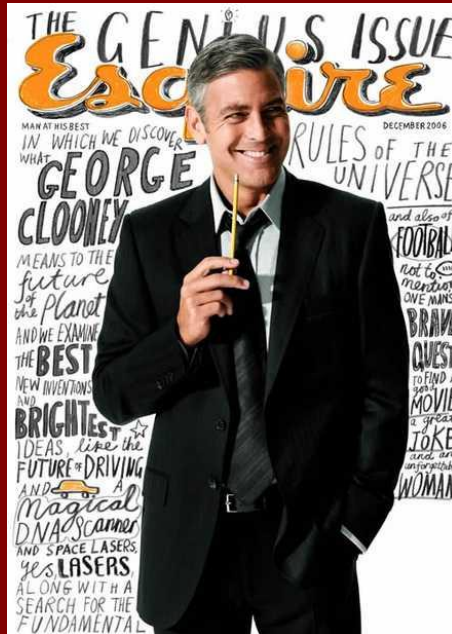
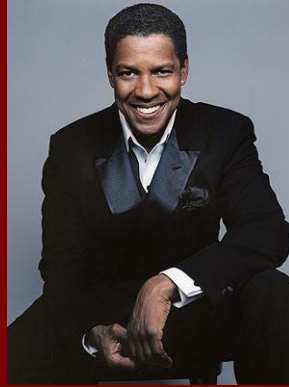
Individual Power of Film

- **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.



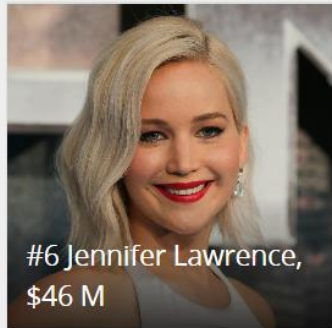
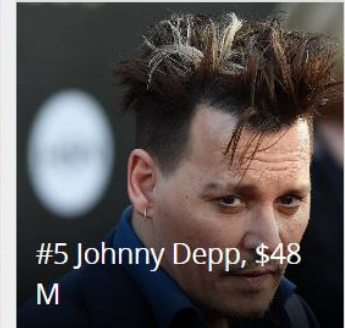
The Film Industry as Media/Cultural EPICENTER of American Society

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)



Highest Paid Actors 2016/17

[Link to Forbes:](#)

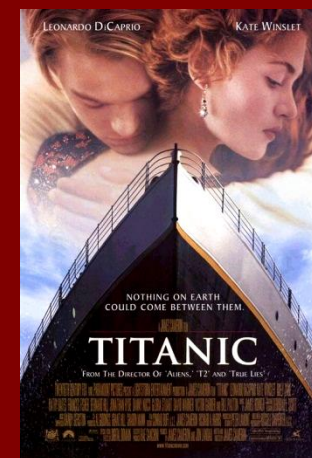


Worldwide All-Time Box Office

Pink highlight = official revisions of older movies

Gold highlight = now playing or recent movies

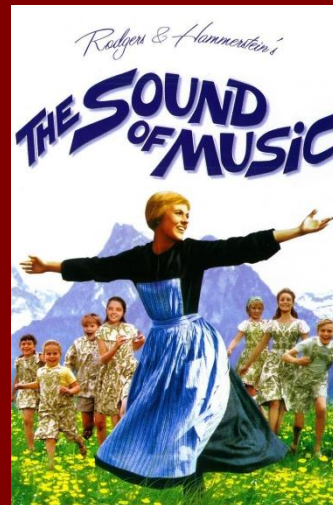
Rank	Title	Studio	Worldwide	Domestic / %	Overseas / %	Year^
1	Avatar	Fox	\$2,788.0	\$760.5 27.3%	\$2,027.5 72.7%	2009^
2	Titanic	Par.	\$2,186.8	\$658.7 30.1%	\$1,528.1 69.9%	1997^
3	Star Wars: The Force Awakens	BV	\$2,068.2	\$936.7 45.3%	\$1,131.6 54.7%	2015
4	Jurassic World	Uni.	\$1,670.4	\$652.3 39.0%	\$1,018.1 61.0%	2015
5	Marvel's The Avengers	BV	\$1,519.6	\$623.4 41.0%	\$896.2 59.0%	2012
6	Furious 7	Uni.	\$1,516.0	\$353.0 23.3%	\$1,163.0 76.7%	2015
7	Avengers: Age of Ultron	BV	\$1,405.4	\$459.0 32.7%	\$946.4 67.3%	2015
8	Harry Potter and the Deathly Hallows Part 2	WB	\$1,341.5	\$381.0 28.4%	\$960.5 71.6%	2011
9	Frozen	BV	\$1,276.5	\$400.7 31.4%	\$875.7 68.6%	2013
10	Iron Man 3	BV	\$1,215.4	\$409.0 33.7%	\$806.4 66.3%	2013
11	Minions	Uni.	\$1,159.4	\$336.0 29.0%	\$823.4 71.0%	2015
12	Captain America: Civil War	BV	\$1,152.5	\$407.8 35.4%	\$744.6 64.6%	2016
13	Transformers: Dark of the Moon	P/DW	\$1,123.8	\$352.4 31.4%	\$771.4 68.6%	2011
14	The Lord of the Rings: The Return of the King	NL	\$1,119.9	\$377.8 33.7%	\$742.1 66.3%	2003^
15	Skyfall	Sony	\$1,108.6	\$304.4 27.5%	\$804.2 72.5%	2012
16	Transformers: Age of Extinction	Par.	\$1,104.1	\$245.4 22.2%	\$858.6 77.8%	2014
17	The Dark Knight Rises	WB	\$1,084.9	\$448.1 41.3%	\$636.8 58.7%	2012
18	Toy Story 3	BV	\$1,067.0	\$415.0 38.9%	\$652.0 61.1%	2010
19	Pirates of the Caribbean: Dead Man's Chest	BV	\$1,066.2	\$423.3 39.7%	\$642.9 60.3%	2006
20	Pirates of the Caribbean: On Stranger Tides	BV	\$1,045.7	\$241.1 23.1%	\$804.6 76.9%	2011



Rank	Title (click to view)	Studio	Adjusted Gross	Unadjusted Gross	Year^
1	Gone with the Wind	MGM	\$1,695,154,400	\$198,676,459	1939^
2	Star Wars	Fox	\$1,494,423,400	\$460,998,007	1977^
3	The Sound of Music	Fox	\$1,194,865,000	\$158,671,368	1965
4	E.T.: The Extra-Terrestrial	Uni.	\$1,190,157,900	\$435,110,554	1982^
5	Titanic	Par.	\$1,136,630,800	\$658,672,302	1997^
6	The Ten Commandments	Par.	\$1,099,090,000	\$65,500,000	1956
7	Jaws	Uni.	\$1,074,581,300	\$260,000,000	1975
8	Doctor Zhivago	MGM	\$1,041,496,500	\$111,721,910	1965
9	The Exorcist	WB	\$927,927,000	\$232,906,145	1973^
10	Snow White and the Seven Dwarfs	Dis.	\$914,510,000	\$184,925,486	1937^
11	101 Dalmatians	Dis.	\$838,305,700	\$144,880,014	1961^
12	The Empire Strikes Back	Fox	\$823,735,500	\$290,475,067	1980^
13	Ben-Hur	MGM	\$822,220,000	\$74,000,000	1959
14	Avatar	Fox	\$815,971,700	\$760,507,625	2009^
15	Return of the Jedi	Fox	\$789,158,400	\$309,306,177	1983^
16	Jurassic Park	Uni.	\$771,225,200	\$402,453,882	1993^
17	Star Wars: Episode I - The Phantom Menace	Fox	\$757,718,300	\$474,544,677	1999^
18	The Lion King	BV	\$747,938,500	\$422,783,777	1994^
19	The Sting	Uni.	\$747,908,600	\$156,000,000	1973
20	Raiders of the Lost Ark	Par.	\$742,739,700	\$248,159,971	1981^
21	The Graduate	AVCO	\$717,988,900	\$104,945,305	1967^
22	Fantasia	Dis.	\$696,734,800	\$76,408,097	1941^
23	The Godfather	Par.	\$662,160,300	\$134,966,411	1972^
24	Forrest Gump	Par.	\$659,559,400	\$330,252,182	1994^
25	Mary Poppins	Dis.	\$655,945,500	\$102,272,727	1964^
26	Grease	Par.	\$645,771,600	\$188,755,690	1978^
27	Marvel's The Avengers	BV	\$644,085,300	\$623,357,910	2012
28	Thunderball	UA	\$627,572,000	\$63,595,658	1965
29	Jurassic World	Uni.	\$643,579,580	2015	1965

Domestic Box Office

Adjusted for Inflation



All Time Records

OVERALL RECORDS BY RATING

Chart (click to view)

Record Holder

Record

RATED R

Passion of the Christ (2004) \$370,782,930
American Sniper (2014) \$350,126,372

RATED PG-13

Avatar (2009) \$757,586,139

RATED PG

Star Wars (1977) \$1,460,998,007

RATED G

Frozen (2014) \$875,055,000

RATED NC-17

Showgirls (1995) \$20,350,754

MOVIES THAT NEVER HIT #1

My Big Fat Greek Wedding \$241,438,208

IMAX

Everest (IMAX) \$87,178,599

