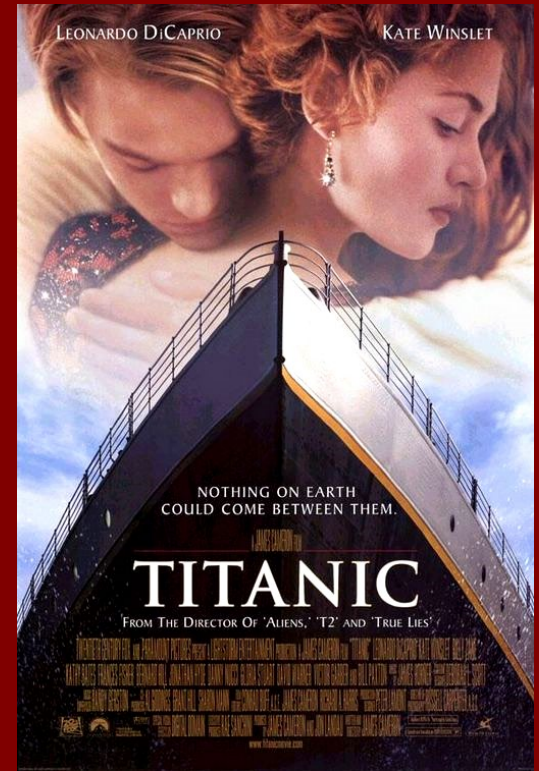


The POWER of Film

(...and TV...Streaming Video)

Colin McGinn



The Power of Film...and TV...and Streaming TV

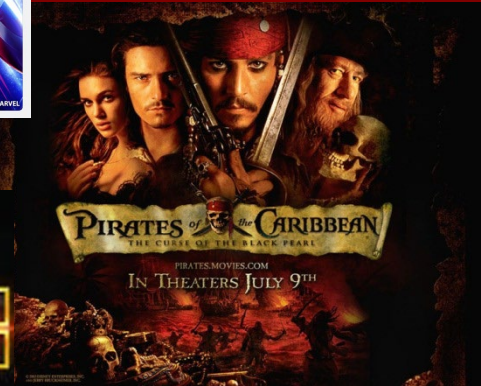
The “**POWER**” is connected to our “**HUMANITY**” in specific ways:

- AS HUMANS, we are **HARD-WIRED** for **storytelling** as a social/cultural bond.
- We are biologically **Eye/ear-CENTRIC**.
- The **mind-movie problem** = how a 2 dimensional moving image hooks our consciousness.
- According to McGinn, 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
 - Movies appeal to us at unconscious psychological levels. (Freud)
 - 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.
- **Sacred** form of Art?



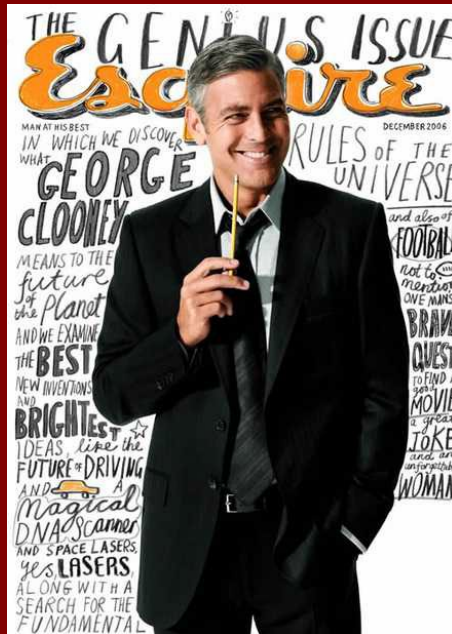
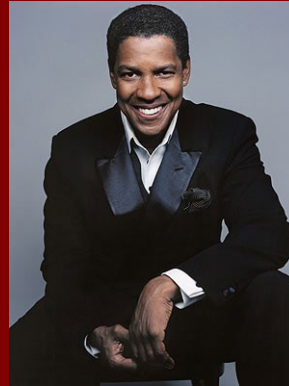
Individual Power of Film

- **Demographic Power:** Movies have a larger mass appeal than most other artistic media. Cross-Cultural.
- 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.



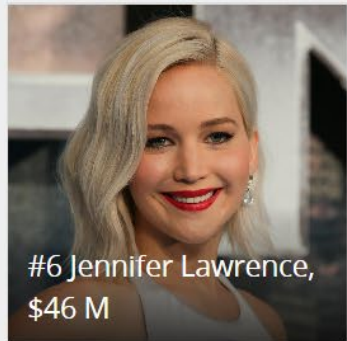
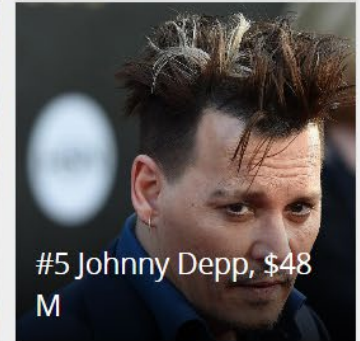
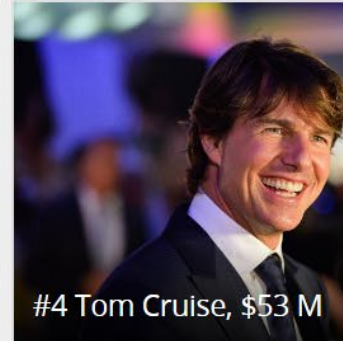
The Film/TV Industries as Media/Cultural EPICENTER of American Society

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 Film Actors 2019-20

[Link to Forbes:](#)



Domestic Box Office Adjusted for Inflation

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



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

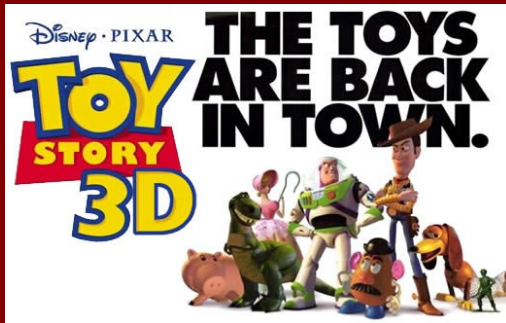
Showgirls (1995) **\$20,350,754**

MOVIES THAT NEVER HIT #1

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

IMAX

Everest (IMAX) **\$87,178,599**



15 MOST WATCHED STREAMING TV SHOWS ALL TIME

- 1. **Squid Game season 1**: 265.2 million views
- 2. **Wednesday**: 252.1 million views
- 3. **Stranger Things season 4**: 140.7 million views
- 4. **Dahmer – Monster: The Jeffrey Dahmer Story**: 115.6 million views
- 5. **Bridgerton season 1**: 113.3 million views
- 6. **The Queen's Gambit**: 112.8 million views
- 7. **Money Heist part 4**: 106 million views
- 8. **Lupin part 1**: 99.5 million views
- 9. **Money Heist part 5**: 99.2 million views
- 10. **The Night Agent**: 98.2 million views
- 11. **Stranger Things season 3**: 94.8 million views
- 12. **Bridgerton season 2**: 93.8 million views
- 13. **The Witcher season 1**: 83 million views
- 14. **Queen Charlotte**: 80.3 million views
- 15. **Money Heist part 3**: 80 million views



(Image credit: Netflix)



(Image credit: Netflix)

BROADCAST TV'S TOP RATED TV PROGRAMS 2021-22

[LINK TO VARIETY:](#)

Read Next: 'The Kingdom Exodus' Review: Lars von Trier Is Back to His Old Tricks, Un
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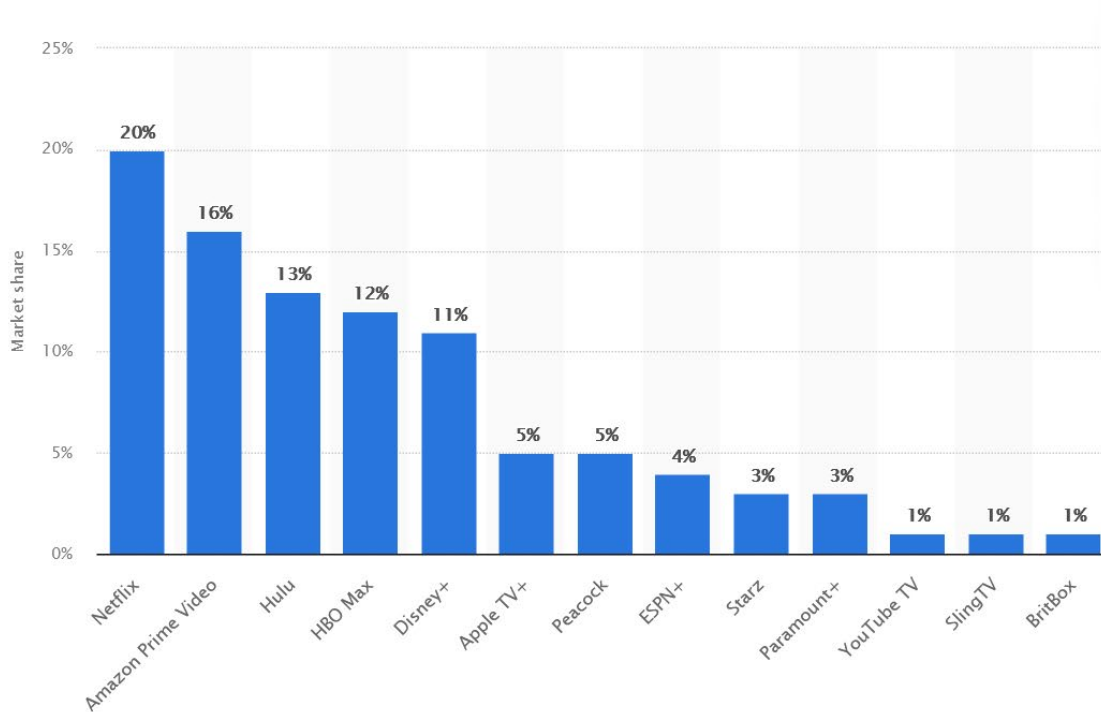
THE 100 TOP-RATED SERIES OF 2021-22 (ADULTS 18-49)

RANK	PROGRAM (NETWORK)	RATING /SHARE	18-49 VIEWER (000)
1.	NFL Sunday Night Football (NBC)	5.1/32	6,604
2.	NFL Thursday Night Football (Fox/NFL)	4.3/31	5,609
3.	NFL Monday Night Football (ESPN)	3.3/23	4,305
4.	NFL Thursday Night Football (NFL)	2.7/20	3,467
5.	Yellowstone (Paramount Network)	2.1/13	2,766
6.	This Is Us (NBC)	1.5/12	2,010
7.	Chicago PD (NBC)	1.3/11	1,748
	9-1-1 (Fox)	1.3/10	1,740
	Survivor (CBS)	1.3/10	1,718
	Chicago Fire (NBC)	1.3/10	1,675
11.	The Masked Singer (Fox)	1.2/10	1,606
	Grey's Anatomy (ABC)	1.2/9	1,587
	Law & Order: SVU (NBC)	1.2/9	1,538
	Saturday Night Football (ABC)	1.2/10	1,531
15.	Chicago Med (NBC)	1.1/9	1,494
	The Bachelor (ABC)	1.1/8	1,416
	American Idol (ABC)	1.1/9	1,406
	Dancing with the Stars (ABC)	1.1/7	1,374
19.	60 Minutes (CBS)	1.0/7	1,367
	The Voice (Monday) (NBC)	1.0/7	1,367
	The Amazing Race (CBS)	1.0/8	1,355
	The Voice (Tuesday) (NBC)	1.0/8	1,347
	9-1-1: Lone Star (Fox)	1.0/8	1,345
	Next Level Chef (Fox)	1.0/7	1,332
	FBI (CBS)	1.0/8	1,299
	Law & Order: Organized Crime (NBC)	1.0/8	1,273
	Young Sheldon (CBS)	1.0/8	1,268

Market shares of selected Subscription video-on-demand (SVOD) services in the United States in 2020

Statista – Media Play News:

Market shares of selected Subscription video-on-demand (SVOD) services in the United States in 2020



Details: United States; Ampere Analysis; 2020; based on subscriptions

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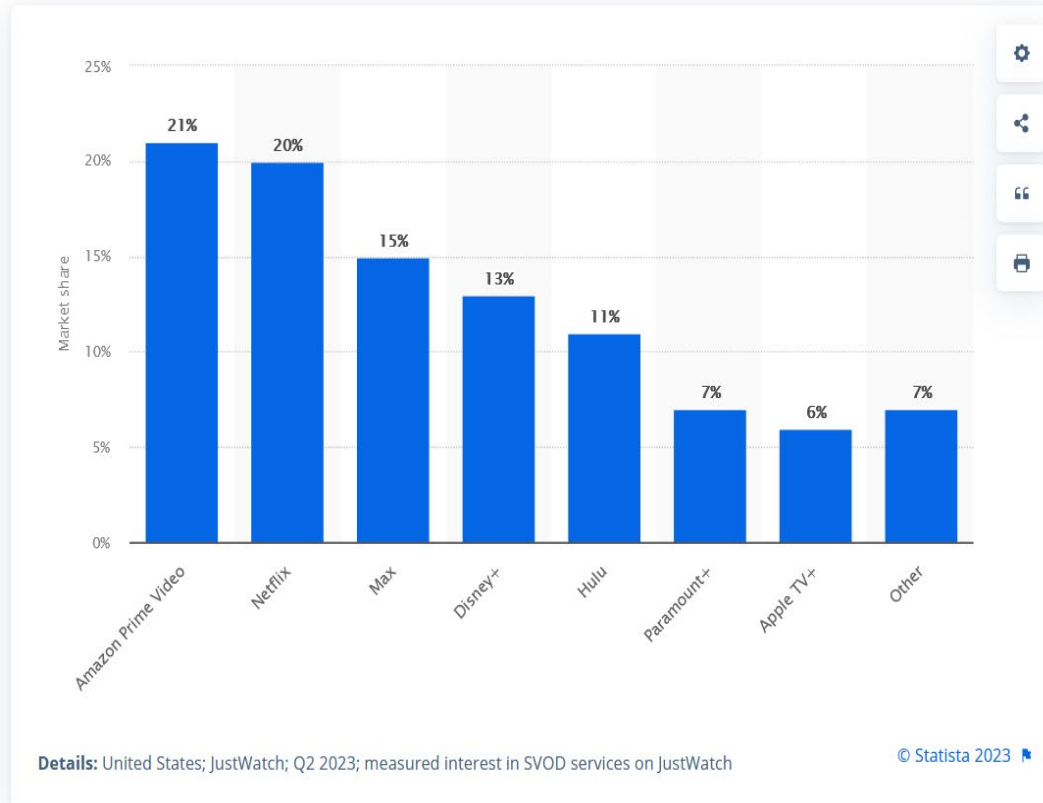
Release date

April 2021

Market shares of selected Subscription video-on-demand (SVOD) services in the United States in 2023

Statista – Media Play News:

Market shares of selected subscription video-on-demand (SVOD) services in the United States in 2nd quarter 2023



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