



## Cecil B. DeMille and American Culture - The Silent Era

By Higashi , Sumiko

University California Press, Berkeley, California, 1994. Soft Cover. Condition: New. Photos (illustrator). First Softcover. 1994 paperback book 1st . BRAND NEW from 1994 publisher . Never opened , Never read , Never marked. Book size: 6" wide x 9" tall x 1/2" thick; 264 pages, illustrated with black & white photographs throughout. This fascinating book showcases director Cecil B. DeMille, who was one of the most remarkable pioneers in the film industry during the Progressive Era . In an innovative work that illustrates the intersection of cultural history with cultural studies . author Sumiko Higashi describes how DeMille artfully introduced cinema . which was yet to achieve legitimacy as an art form . into middle-class culture . Cecil B. DeMille accomplished this by emphasizing the function of spectacle in public venues . such as stage melodramas . department store displays . Orientalist world's fairs . civic pageantry . and lantern slide lectures . as well as in elaborate parlor games . DeMille established his signature as a film author by articulating middle-class ideology across class and ethnic lines . In addition, he became a trendsetter in the 1920s . with set and costume designs that transformed the film's leading...

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