A B*itty* N~~o~~te o~~f~~ W~~orld~~ Cinem~~a~~

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Bef~~o~~re ~~the~~ twentie~~th~~ century, people were able to <u>v</u>iew mo<u>v</u>ing pictures. **Th**ose "moving

pictures" were **th**en name~~d~~ "**fi**lms". At abou~~t~~ the sam~~e~~ ti~~m~~e, **fi**lms were actu<u>a</u>lly <u>v</u>ery sho<u>r</u>t.

Subjects u<u>su</u>ally include~~d~~ <u>v</u>ie<u>w</u>s of a couple of people ha<u>v</u>ing breakf<u>a</u>st, a k<u>i</u>d pl<u>a</u>ying wi**th**

a banan<u>a</u>, a m<u>a</u>n doing exerc*i*<u>se</u>s, a p**i**g ea<u>t</u>ing an egg, or e<u>v</u>en jus~~t~~ se<u>v</u>eral h*ou*<u>se</u>s, all <u>v</u>ery

simple ide<u>a</u>s. In other wo<u>r</u>ds, the early films were ex<u>tr</u>emely "**ph**ysical" and ca<u>s</u>ual. **Th**en

people starte~~d~~ ex**p**ressing their fee<u>l</u>ings, n<u>er</u><u>v</u>ou~~s~~ or anxi*ou*s, an~~d~~ their **th**oughts in films.

La<u>t</u>er, conversations and in<u>ter</u><u>v</u>ie*w*s showed u~~p~~ in **fi**lms, people call **th***o*se **fi**lms

"documentary". Wi**th** the diversi<u>t</u>y of contents, it appeared **genres**, bu~~t~~ **few** **fi**lms l<u>a</u>sted mo<u>r</u>e

than an hour.

By 1914, n<u>a</u>tional **fi**lm industries were es<u>ta</u>blished. The grea~~t~~ streng**th** of the I<u>ta</u>lian industry

was his<u>t</u>orical ep**i**c, wi**th** la<u>r</u>ge c<u>a</u>sts an~~d~~ m<u>a</u>ss<u>i</u><u>v</u>e scenery. The Fi<u>rs</u>t Wo<u>r</u>ld Wa<u>r</u> defini~~t~~ely

reta<u>r</u>de~~d~~ the **fi**lm industry in Europe; meanwhile **the** American industry grew in relative

imp<u>or</u>tance. F**i**lmmakers in **the** U.S. earne~~d~~ mi<u>ll</u>ions o~~f~~ d<u>o</u>llars, beca~~me~~ r**i**ch an~~d~~ f<u>a</u>m*ou*s. Bu~~t~~

the f<u>a</u>cts behin~~d~~ were re<u>v</u>eale~~d~~ to be ex<u>tr</u>emely commer**c**ial. During ~~the~~ 1960s, the cinem<u>a</u> o~~f~~

Fr<u>an</u>ce beca~~me~~ p<u>ow</u>erful. French N**ew** **W**a<u>v</u>e directors bro~~ke~~ the rules of H~~ollywood~~ cinem<u>a</u>

narrative structure, such as camp<u>us</u> life, urb<u>a</u>nity or h<u>o</u>rror st<u>o</u>ries.

With the worldwide film boom, cinema probably became the most important tool of communication and entertainment, and mass media. Cinema companies knew how to market a movie. For some special occasions like Christmas, they would generally make blockbusters on shown in theaters. Additionally, filmmakers would offer trailers for audiences to have a quick preview. Moreover, you could see more and more inserted advertisement in films, such as Nestlé milk and diet Coke. It was regarded as an interesting phenomenon that recently filmmakers from Korea got remarkable in Asia.