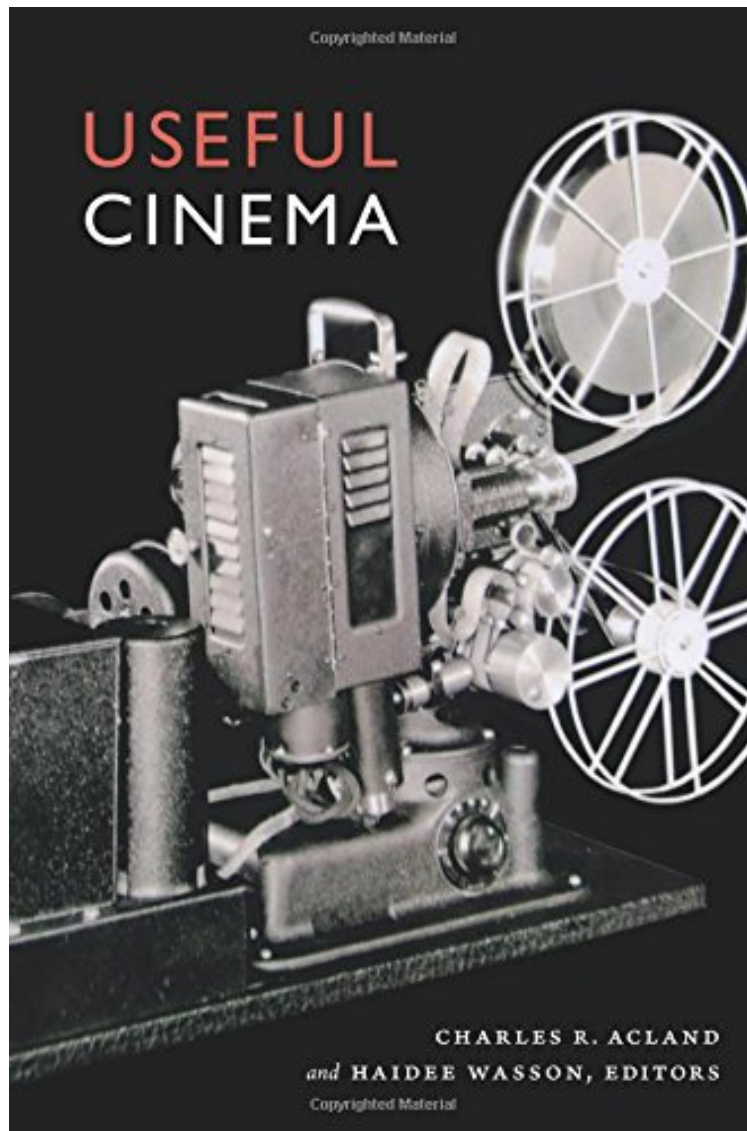


Useful Cinema

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From Brand: Duke University Press Books : Useful Cinema before purchasing it in order to gage whether or not it would be worth my time, and all praised Useful Cinema:

By exploring the use of film in mid-twentieth-century institutions, including libraries, museums, classrooms, and

professional organizations, the essays in *Useful Cinema* show how moving images became an ordinary feature of American life. In venues such as factories and community halls, people encountered industrial, educational, training, advertising, and other types of useful cinema. Screening these films transformed unlikely spaces, conveyed ideas, and produced subjects in the service of public and private aims. Such functional motion pictures helped to shape common sense about cinema's place in contemporary life. Whether measured in terms of the number of films shown, the size of audiences, or the economic activity generated, the non-theatrical sector was a substantial and enduring parallel to the more spectacular realm of commercial film. In *Useful Cinema*, scholars examine organizations such as UNESCO, the YMCA, the Amateur Cinema League, and the Metropolitan Museum of Art. They also consider film exhibition sites in schools, businesses, and industries. As they expand understanding of this other American cinema, the contributors challenge preconceived notions about what cinema is. Contributors: Charles R. Acland, Joseph Clark, Zo Druick, Ronald Walter Greene, Alison Griffiths, Stephen Groening, Jennifer Horne, Kirsten Ostherr, Eric Smoodin, Charles Tepperman, Gregory A. Waller, Haidee Wasson. Michael Zryd