

## ch9

Student: \_\_\_\_\_

1. Without the phenomenon known as "persistence of vision," the motion picture would not be possible.  
True False
2. The inventors of the Kinetoscope predicted the real money in motion pictures would be based on showing films to large audiences.  
True False
3. D. W. Griffith's *Birth of a Nation* is celebrated for its forward-thinking content.  
True False
4. Though designed to decrease competition in the film industry, the MPPC actually encouraged competition.  
True False
5. Block booking means that theater owners must agree to show some of a studio's films in all the theaters they own.  
True False
6. In the late 1940s, the courts upheld studios' rights to control production, distribution, and exhibition.  
True False
7. Although the film industry had previously refused to advertise on TV or allow films to be shown on TV, by the late 50s Hollywood began to cooperate with television.  
True False
8. Because of huge increases in attendance, box-office revenues have been at all-time highs for the past decade.  
True False
9. Although digital technology may eventually have an impact on the film industry, it will be a while before digital movie-making becomes a reality.  
True False
10. Digital projectors are expensive, so most movie theaters have not installed them.  
True False
11. Movies are probably the least portable of all media.  
True False
12. The three phases of filmmaking are preproduction, production, and postproduction.  
True False
13. Limited partnerships mean that multiple films are released because various companies work on projects together.  
True False
14. The prime source of feedback in the film industry is the EDI Daily.  
True False
15. The majority of filmgoers are over 40.  
True False

16. Probably the first practical motion camera and viewer, the \_\_\_\_\_, was developed in the Edison Labs.
- A. Kinetoscope
  - B. Phonoscope
  - C. Videoscope
  - D. Edi-Scope
  - E. Lumoscope
17. The MPPC controlled film exhibitors by:
- A. taking over their segment of the industry
  - B. charging a tax for using MMPC-patented equipment
  - C. refusing to identify actors and actresses
  - D. limiting where theaters could be located
  - E. none of these
18. One of the unintended results of MPPC actions is:
- A. higher prices
  - B. talkies
  - C. Technicolor
  - D. the star system
  - E. decreased revenues
19. The arrival of sound in films:
- A. could have happened nearly 10 years before it did
  - B. was delayed due to audience rejection
  - C. occurred right after World War II
  - D. was eagerly embraced as soon as it was technically feasible
  - E. all of these
20. Showing two full length films on the same bill is called a:
- A. feature to feature
  - B. double feature
  - C. block booking
  - D. double threat
  - E. sneak preview
21. During what is now called \_\_\_\_\_, MGM, 20th Century Fox, RKO, Warner Brothers, Paramount, Universal, Columbia, and United Artists dominated the film industry.
- A. the studio years
  - B. the silent era
  - C. Television's golden age
  - D. the MPAA era
  - E. Hollywood's creation
22. 1939-1941 was an important time during the early sound era, and color was used effectively in films such as:
- A. Gone With the Wind
  - B. Birth of a Nation
  - C. The Jazz Singer
  - D. Death of a Generation
  - E. all of these
23. Although the film industry considered TV's arrival unimportant at first, by the late 1940s the film industry:
- A. refused to advertise films on TV
  - B. didn't allow films to be shown on TV
  - C. tried to bar their film stars from appearing on television
  - D. none of these
  - E. all of these

24. By the early 1950s, the film industry thought \_\_\_\_\_ would help recapture some of its audience from TV.
- A. block booking
  - B. advertising on TV
  - C. technical innovations (such as 3D)
  - D. lowering ticket prices
  - E. all of these
25. The two newest MPAA categories are PG-13 and:
- A. X
  - B. R-18
  - C. PG-10
  - D. NC-17
  - E. G-10
26. Digital movies can be distributed via:
- A. the Internet
  - B. discs
  - C. satellite
  - D. fiber optic cables
  - E. all of these
27. Which of the following is NOT a defining feature of motion pictures?
- A. device convergence has affected how films are made
  - B. the potential cost makes films the most expensive media product
  - C. the industry is dominated by big conglomerates
  - D. film has a strong aesthetic dimension
  - E. going to the movies is frequently a social experience
28. Film advertising and promotion is handled by the industry's \_\_\_\_\_ arm.
- A. creation
  - B. production
  - C. distribution
  - D. exhibition
  - E. ownership
29. A narrative statement of plot with character descriptions and perhaps some sample dialogue is a:
- A. preproduction
  - B. treatment
  - C. 1st draft script
  - D. script polish
  - E. storyline
30. The casting (finding talent) function of films generally falls into which of these areas?
- A. exhibition
  - B. concession
  - C. production
  - D. distribution
  - E. none of these
31. Which of the following occurs during a film's production phase?
- A. casting
  - B. location-scouting
  - C. editing
  - D. shooting
  - E. all of these

32. Adding music and effects occurs during the \_\_\_\_\_ phase of filmmaking.
- A. treatment
  - B. preproduction
  - C. production
  - D. postproduction
  - E. production review
33. A \_\_\_\_\_ means that several companies involved in film production and distribution will pool their resources and finance a film.
- A. joint venture
  - B. limited partnership
  - C. pickup
  - D. sliding scale
  - E. concession
34. A sliding scale is a financial arrangement between a film's distributor and
- A. director
  - B. producer
  - C. star
  - D. exhibitor
  - E. none of these
35. Which of these is a step in market research?
- A. concept testing
  - B. script analysis
  - C. making a rough cut
  - D. focus group session
  - E. all of these
36. Hollywood's biggest revenue source is
- A. U.S. theaters
  - B. international theaters
  - C. home video
  - D. concession stands
  - E. TV pay-per-view

## ch9 Key

1. Without the phenomenon known as "persistence of vision," the motion picture would not be possible.  
**TRUE**
2. The inventors of the Kinetoscope predicted the real money in motion pictures would be based on showing films to large audiences.  
**FALSE**  
*Dominick - Chapter 09 #1*
3. D. W. Griffith's Birth of a Nation is celebrated for its forward-thinking content.  
**FALSE**  
*Dominick - Chapter 09 #2*
4. Though designed to decrease competition in the film industry, the MPPC actually encouraged competition.  
**TRUE**  
*Dominick - Chapter 09 #3*
5. Block booking means that theater owners must agree to show some of a studio's films in all the theaters they own.  
**FALSE**  
*Dominick - Chapter 09 #4*
6. In the late 1940s, the courts upheld studios' rights to control production, distribution, and exhibition.  
**FALSE**  
*Dominick - Chapter 09 #5*
7. Although the film industry had previously refused to advertise on TV or allow films to be shown on TV, by the late 50s Hollywood began to cooperate with television.  
**TRUE**  
*Dominick - Chapter 09 #6*
8. Because of huge increases in attendance, box-office revenues have been at all-time highs for the past decade.  
**FALSE**  
*Dominick - Chapter 09 #7*
9. Although digital technology may eventually have an impact on the film industry, it will be a while before digital movie-making becomes a reality.  
**FALSE**  
*Dominick - Chapter 09 #8*
10. Digital projectors are expensive, so most movie theaters have not installed them.  
**TRUE**  
*Dominick - Chapter 09 #9*
11. Movies are probably the least portable of all media.  
**TRUE**  
*Dominick - Chapter 09 #10*
12. The three phases of filmmaking are preproduction, production, and postproduction.  
**TRUE**  
*Dominick - Chapter 09 #11*
13. Limited partnerships mean that multiple films are released because various companies work on projects together.  
**FALSE**  
*Dominick - Chapter 09 #12*

14. The prime source of feedback in the film industry is the EDI Daily.  
**FALSE**

*Dominick - Chapter 09 #14*

15. The majority of filmgoers are over 40.  
**FALSE**

*Dominick - Chapter 09 #15*

16. Probably the first practical motion camera and viewer, the \_\_\_\_\_, was developed in the Edison Labs.  
**A.** Kinetoscope  
B. Phonoscope  
C. Videoscope  
D. Edi-Scope  
E. Lumoscope

*Dominick - Chapter 09 #16*

17. The MPPC controlled film exhibitors by:  
A. taking over their segment of the industry  
**B.** charging a tax for using MMPC-patented equipment  
C. refusing to identify actors and actresses  
D. limiting where theaters could be located  
E. none of these

*Dominick - Chapter 09 #17*

18. One of the unintended results of MPPC actions is:  
A. higher prices  
B. talkies  
C. Technicolor  
**D.** the star system  
E. decreased revenues

*Dominick - Chapter 09 #18*

19. The arrival of sound in films:  
**A.** could have happened nearly 10 years before it did  
B. was delayed due to audience rejection  
C. occurred right after World War II  
D. was eagerly embraced as soon as it was technically feasible  
E. all of these

*Dominick - Chapter 09 #19*

20. Showing two full length films on the same bill is called a:  
A. feature to feature  
**B.** double feature  
C. block booking  
D. double threat  
E. sneak preview

*Dominick - Chapter 09 #20*

21. During what is now called \_\_\_\_\_, MGM, 20th Century Fox, RKO, Warner Brothers, Paramount, Universal, Columbia, and United Artists dominated the film industry.  
**A.** the studio years  
B. the silent era  
C. Television's golden age  
D. the MPAA era  
E. Hollywood's creation

*Dominick - Chapter 09 #21*

22. 1939-1941 was an important time during the early sound era, and color was used effectively in films such as:  
**A.** Gone With the Wind  
B. Birth of a Nation  
C. The Jazz Singer  
D. Death of a Generation  
E. all of these

*Dominick - Chapter 09 #22*

23. Although the film industry considered TV's arrival unimportant at first, by the late 1940s the film industry:  
A. refused to advertise films on TV  
B. didn't allow films to be shown on TV  
C. tried to bar their film stars from appearing on television  
D. none of these  
**E.** all of these

*Dominick - Chapter 09 #23*

24. By the early 1950s, the film industry thought\_\_\_\_\_ would help recapture some of its audience from TV.  
A. block booking  
B. advertising on TV  
**C.** technical innovations (such as 3D)  
D. lowering ticket prices  
E. all of these

*Dominick - Chapter 09 #24*

25. The two newest MPAA categories are PG-13 and:  
A. X  
B. R-18  
C. PG-10  
**D.** NC-17  
E. G-10

*Dominick - Chapter 09 #25*

26. Digital movies can be distributed via:  
A. the Internet  
B. discs  
C. satellite  
D. fiber optic cables  
**E.** all of these

*Dominick - Chapter 09 #26*

27. Which of the following is NOT a defining feature of motion pictures?  
**A.** device convergence has affected how films are made  
B. the potential cost makes films the most expensive media product  
C. the industry is dominated by big conglomerates  
D. film has a strong aesthetic dimension  
E. going to the movies is frequently a social experience

*Dominick - Chapter 09 #27*

28. Film advertising and promotion is handled by the industry's \_\_\_\_\_ arm.  
A. creation  
B. production  
**C.** distribution  
D. exhibition  
E. ownership

*Dominick - Chapter 09 #28*

29. A narrative statement of plot with character descriptions and perhaps some sample dialogue is a:  
A. preproduction  
**B. treatment**  
C. 1st draft script  
D. script polish  
E. storyline

*Dominick - Chapter 09 #29*

30. The casting (finding talent) function of films generally falls into which of these areas?  
A. exhibition  
B. concession  
**C. production**  
D. distribution  
E. none of these

*Dominick - Chapter 09 #30*

31. Which of the following occurs during a film's production phase?  
A. casting  
B. location-scouting  
C. editing  
**D. shooting**  
E. all of these

*Dominick - Chapter 09 #31*

32. Adding music and effects occurs during the \_\_\_\_\_ phase of filmmaking.  
A. treatment  
B. preproduction  
C. production  
**D. postproduction**  
E. production review

*Dominick - Chapter 09 #32*

33. A \_\_\_\_\_ means that several companies involved in film production and distribution will pool their resources and finance a film.  
**A. joint venture**  
B. limited partnership  
C. pickup  
D. sliding scale  
E. concession

*Dominick - Chapter 09 #33*

34. A sliding scale is a financial arrangement between a film's distributor and  
A. director  
B. producer  
C. star  
**D. exhibitor**  
E. none of these

*Dominick - Chapter 09 #34*

35. Which of these is a step in market research?  
A. concept testing  
B. script analysis  
C. making a rough cut  
D. focus group session  
**E. all of these**

*Dominick - Chapter 09 #35*



36. Hollywood's biggest revenue source is
- A. U.S. theaters
  - B. international theaters
  - C. home video
  - D. concession stands
  - E. TV pay-per-view

# ch9 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 09	36