

Silent Hollywood and the Rise of the Managerial Class

A Behind-the-Scenes Look at the Golden Era of Film

The early days of the film industry were a time of great innovation and change. New technologies were emerging, new genres were being created, and new stars were being born. But behind the scenes, a new class of managers was also emerging, and their rise would shape the development of the Hollywood studio system.

In his groundbreaking new book, *Silent Hollywood and the Rise of the Managerial Class*, author Edward Jay Epstein draws on a wealth of archival research to reveal how this new class of managers came to power. He shows how they developed new methods of production and distribution, and how they used their power to control the content of films.



Love Rules: Silent Hollywood And The Rise Of The Managerial Class by Mark Garrett Cooper

★★★★☆ 4.7 out of 5

Language : English

File size : 3179 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Word Wise : Enabled

Print length : 296 pages



Epstein's book is a fascinating and meticulously researched look at the early days of the film industry. It is a must-read for anyone interested in the history of film, business, or American culture.

The Rise of the Managerial Class

The rise of the managerial class in Hollywood was a gradual process that began in the early 1910s. As the film industry grew more complex, it became increasingly difficult for individual producers to oversee all aspects of production and distribution. This led to the rise of specialized managers who were responsible for different aspects of the filmmaking process.

The first managers to emerge were production managers. These individuals were responsible for overseeing the day-to-day operations of film production, including hiring the cast and crew, scheduling the shoots, and ensuring that the films were completed on time and within budget.

As the film industry continued to grow, new types of managers emerged. Distribution managers were responsible for getting films into theaters. Marketing managers were responsible for promoting films to the public. And financial managers were responsible for overseeing the financial aspects of film production.

By the early 1920s, the managerial class had become a powerful force in Hollywood. Managers controlled the production, distribution, and marketing of films, and they had a major say in the content of films.

The Impact of the Managerial Class

The rise of the managerial class had a profound impact on the development of the Hollywood studio system. Managers brought a new

level of professionalism to the film industry. They developed new methods of production and distribution that made it possible to produce more films more quickly and cheaply.

Managers also played a major role in shaping the content of films. They were the ones who decided which films would be made, and they had a major say in how those films would be made. As a result, the films of the silent era were often more conservative and conventional than the films of the pre-managerial era.

The rise of the managerial class also had a negative impact on the film industry. Managers were often more interested in making money than in making good films. This led to a decline in the quality of films in the late silent era.

The Legacy of the Managerial Class

The managerial class that emerged in Hollywood in the early 1910s would eventually come to dominate the film industry. Today, the major film studios are all run by managers, and they continue to have a major say in the content of films.

The legacy of the managerial class is a mixed one. On the one hand, managers have brought a new level of professionalism to the film industry. They have developed new methods of production and distribution that have made it possible to produce more films more quickly and cheaply. On the other hand, managers have also played a major role in shaping the content of films, and they have often been more interested in making money than in making good films.

The rise of the managerial class in Hollywood is a fascinating story that has had a profound impact on the development of the film industry. Edward Jay Epstein's *Silent Hollywood and the Rise of the Managerial Class* is a must-read for anyone interested in the history of film, business, or American culture.



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