



Home ► Critical Studies in Mass Communication ► List of Issues ► Volume 12, Issue 4  
► Is Hollywood America? Th...

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Original Articles

# Is Hollywood America? The trans-nationalization of the American film industry

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The American film industry no longer addresses a national audience. Hollywood's domination of international trade has altered its relationship with the domestic market. This study locates and elaborates a postwar disassociation between films and the domestic audience in changing finance and marketing practices. The development in the nineteen seventies of pre-selling unproduced films to worldwide territories eroded the previous relationship between the film industry and the domestic market. The prevalence of this trend has contributed to the decline of the American film industry.

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