

American cinema essay

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Arguably, both Mainstream and Independent cinema in the United States have had a profound effect on the nation's entire cinema and film industry since the beginning of the 20th century. It is coherent to note that since the 1920s, the film industry in America has had remarkable progress and has grossed more money annually than any other country. There are numerous changes in film production since its initiation in the early 1920s to date. Notably, independent and mainstream films have had similar changes in stylistic traits and have over the years gone a step further to broaden their narrative form and distinct mechanical style. Critically, these traits in mainstream and independent industries illustrate how films have evolved. For instance, independent films have over time been classified by their own emerging genre “ the indie” and also by their finances. It is important to note that progression of American Cinemas can be attributed to the tremendous effort by film pioneers like Greg Merritt who profoundly initiated new programs and style. Precisely, in the 1950s, earliest motion pictures in New York were first shown to the public on April 23, 1951. New companies later on emerged and were in charge of film production in most parts in America (Newman 44).

Since then, the pace was set and new companies became known and kept growing though faced with numerous challenges in trust issues. By 1920, a clear distinction of creativity in major production companies was visible which included creation of a new power. United Artists was officially created on February 5, 1919 as an independent studio and it was ranked among the best forces in cinema. By the late 1950's, the term “ independent” changed to mean something more drastic than what it actually was twenty years

prior. Major companies emerged in the mid 1950s and close to 53% of distributed films by ex studios were considered independent (King 61). Since the 1980s, the idea of independent cinema has actually assumed function and a place in America's film culture. In connection to that, aspect of independent association has accordingly shifted to change mainstream and alternative conceptions. Icons like Martin Scorsese of the 1970s influenced to a great extent the New American Cinema makes the working environment better for many filmmakers. These iconic moves by pioneers made a mark that is visible to date in the entire American Cinema as it has set the pace for both new and existing filmmakers in the region. There has been a gradual change in the evolution and progression of Independent and Mainstream cinemas in America. Today film production is effective and efficient with new equipment and technology. Mainstream and independent cinemas continue to compete in producing high quality and standard movies.

Many critics and spectators agree that independent cinema proffer some kind of substitute to Hollywood. A number of factors that have led to progression of mainstream and independent cinemas in America can be accrued to the dominant trends in the film industries. Primarily, major benchmarks in the journey of mainstream and independent cinemas are attributed to three aspects: political, social and economic stability that have created a conducive working environment for filmmakers and production companies. Mainstream cinema in America has had a contemporary effect on American independent cinema. Consequently, American independent film has had major consequences of the contemporary effect that are related to

film production. These movies have developed in an articulated manner that has spelled out all aspects of the film industry that have both affected production positively and negatively. Evolving from crude productions to now developing remarkable movies is a big stride for independent and mainstream cinemas. Possibly rational change and advancement in the film industry is coherent in forming a dynamic place to be followed globally especially in these recent times where the likes of Hollywood are facing stiff competition.

At this point, I think the digital challenge is breaking through and useful information is available that both independent and mainstream cinemas could use in film production. There is also the potential to reinventing film independence although it has not really happened yet. There is actually a possibility of connections between films that have challenged the mainstream modes and the independent films this can be attributed to the need of quality and distinctive services by consumers. Film studios are left with no alternative but to merge benchmark and collectively gather important information from one another that would help them deliver accordingly giving their consumers the best.

Though seen to challenge each other, mainstream and independent cinemas will have to benchmark, research more and consult each other in order to give the public the very best. It is also equally important to note that trends are changing in the film industry and a new era of divergence is up to the task. Independent and mainstream modes are both growing and evolving from their earlier status to being dynamic. Based on diversity and new trends, innovation will definitely cause these two modes to merge and figure

out the next big project to undertake in delivering outmost and high-quality films and movies to the society.

Works Cited

King, John. *Magical reels: a history of cinema in Latin America*. Verso Books, 2000.

Newman, Michael Z. *Indie: An American Film Culture*. New York: Columbia University Press, 2011. Print.