

Depth Study L - Cinema, Radio and TV since 1918.

SOURCE A: From a broadcast by J.C.W. Reith, the first Director General of the BBC, in 1924.

The children of the poor look on the streets as their playground and they go to the nearest Picture House whenever they can. At the start many people thought that the pictures were an excellent way of educating the masses. The educational value of the cinema was unfortunately overtaken by cheap thrills.

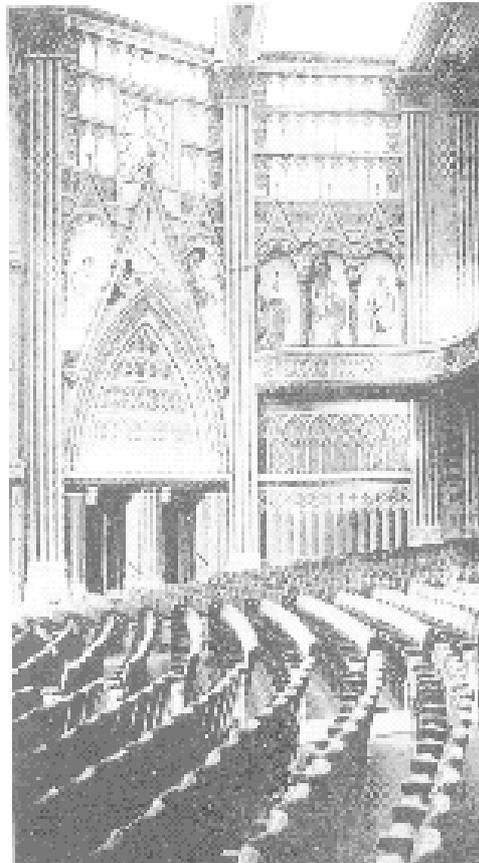
SOURCE B: A regular film goer quoted in *British Cinemas and their Audiences*, 1948.

Now I go to the pictures every week. Every week I find something to like in the pictures I see. Without films I am miserable. Sometimes I think they have become a habit, almost a drug. But I can still criticise films and while I can do this I am in no danger of becoming a film addict. Meanwhile films continue to give me more pleasure than anything else in life.

SOURCE C: From the magazine *The Listener*, 14 August 1929.

The Docks of New York is a silent film but *The Desert Song*, *Blackmail* and *Manhattan Cocktail* are talkies. If talkies are to give us speech, women will have something to say in them. They will have to be modern, interesting women and not simply beautiful ones without brains. Audiences must also learn to be quiet during talkies. If they speak when the film stars speak, there will be a riot.

SOURCE D: A photograph showing the interior of a 1930s cinema.



SOURCE E: From a school history textbook published in the 1980s.

Cinema audiences peaked in 1945 and 1946. A steady decline then began which speeded up as television became more and more popular from the 1950s onwards. In the mid-1950s the town of Ilkeston in Derbyshire had four cinemas. Today only one is left. One has become a bingo hall, one is derelict and one has been demolished.

SOURCE F: A table showing the top 5 films in the UK in March 1998.

Film Title	Takings for one weekend in March 1998	Number of cinemas films shown at in the UK
<i>Titanic</i>	£1.95m	447
<i>The Man In The Iron Mask</i>	£1.15m	372
<i>As Good As It Gets</i>	£746,000	254
<i>Good Will Hunting</i>	£676,000	266
<i>Kiss The Girls</i>	£283,000	191