

FILMS (2) : AT THE CINEMA

1 How has the cinema *evolved*?

* The cinema has grown extremely fast. It was born in 1895, when a film of a boxing match was shown in New York, and 'The Arrival of a Train' was shown to the public in a Paris café. **During its one hundred and some years of lifetime, the movie (moving picture) has developed into an important art form and a huge entertainment industry.**

* **What were the *major* steps in the history of the cinema? Let's travel backwards in time and look around movie theatres in different *eras*.**

► **You are sitting in one of the 9,000 *nickelodeons* in the United States in 1909.** The first one was opened in Pittsburgh in 1905. Its name was *coined* from the Greek word for theatre (odeon), and the nickname of the coin (nickel), which was the *admission fee* back then, worth five cents. Isn't it amazing how movie houses have *sprung up* like mushrooms within four years? The films are short: only 10 to 12 minutes in length, only a single *reel* long. They show everyday *scenes*, fashions and events in black and white, without sound. Still, it's incredible and *thrilling* to see people, animals and *vehicles* moving on the screen.

► **In the 1920s, sitting in a *grand* cinema house together with other 1,000–1,500 people, you are looking forward to a greatly different cinema experience.** *Reviews* and movie-fan magazines are already available to help you decide what to see. You have a wide choice of *genres*. You can choose a horror film, a gangster film, a western, a historical film, a Tarzan film, a *slapstick comedy* with Charlie Chaplin, a *romance* with sex symbol Rudolph Valentino, or a film starring Rin Tin Tin, the clever *German shepherd*. A *feature-length* Hollywood film is on, with *idolised* stars in the major roles. The film is still *silent*, but *intertitles* (a short dialogue or description) are cut into the film so that you can read and know exactly what's going on. And there is also music. In the *auditorium* a pianist or an orchestra plays the *score* for the movie, *fitting the mood* of the scenes.

► **It is the early 60s already, the *height* of the drive-in cinema's popularity.** You – with your family, friends or partner, sitting in your car *snug as a bug* – are enjoying a *wide-screen* film, *projected* on a huge screen at the front. The silent era is long gone! 'The Jazz Singer', the first feature *talkie* (talking film) *spelled* the silent film's *death* in 1927.

English
Pronunciation

Hungarian
Equivalent

• ɪ'vɒlv

• kialakul, kifejlődik

• 'meɪdʒə

• fontosabb

• 'iərə

• kor, korszak

• ,nɪkə'ləʊdɪən

• ötcentes mozi

• kɔɪn

• alkot

• əd'mɪʃən fi:

• belépődíj

• 'sprʌŋ ʌp, sprɪŋ

• keletkezik, kibújik

• ri:l

• filmtekercs

• si:n

• jelenet

• 'θrɪlɪŋ

• izgalmas, szenzációs

• 'vi:ɪkəl

• jármű

• grænd

• óriási, nagyszerű

• rɪ'vju:

• kritika, bírálat

• 'ʒɒnrə

• műfaj

• 'slæp,stɪk

• helyzetvígjáték,
bohózat

• 'kɒmədi

• szerelmes történet

• rəʊ'mæns

• farkaskutya

• ,dʒɜ:mən 'ʃepəd

• nagyjátékfilm

• 'fi:tʃə ,leŋθ

• bálványozott

• 'aɪdəlaɪzd

• néma

• 'saɪlənt

• beillesztett szöveg

• ,ɪntə'taɪtl

• nézőtér

• ,ɔ:di'tɔ:riəm

• filmzene

• skɔ:

• hangulathoz illő

• 'fɪtɪŋ ðə 'mu:d

• haɪt

• tetőpont, csúcspont

• 'snʌg əz ə 'bʌg

• kényelmesen
befészkelődve

• ,waɪd 'skri:n

• szélesvásznú

• prə'dʒekt

• vetít

• 'tɔ:ki

• hangosfilm

• 'spel ðə 'deθ

• sorsát megpecsételi

<ul style="list-style-type: none"> • szinkronizál, összehangol • multiplex, multi-termes • mega-termes • vetítívászon • IMAX • óriási, gigantikus • körbevesz, körülfog • bővelkedik, hemzseg • látómező, látótér • akadályoz, gátol • közepén • térhatású hangzás • fokoz, növel • belemerülés • erős, intenzív • művészi érdem • kétségtelenül • tökéletességre törekvés • vágó • eszköz • beilleszt • újítás • befolyásos, befolyásoló • hajtóerő, mozgatórugó • erős, kemény • nézőközönség • rivális • elcsábít • versenyképes • egyedülálló, egyedi 	<ul style="list-style-type: none"> • 'sɪŋkrənaɪz • 'mʌltɪpleks • 'megəpleks • skri:n • 'aɪmæks • dʒaɪ'gæntɪk • 'ræp ə,rəʊnd • ə'baʊnd • 'fi:l d əv 'vɪʒən • əb'strækt • ɪn ðə 'mɪd st əv • sə'rəʊnd ,səʊnd • ɪn'hɑ:ns • ɪ'mɜ:ʃən • ɪntens • ɑ:ʃtɪk 'merɪt • wɪð,aʊt 'dɑ:st • pə'sju:t əv pə'fekʃən • 'edɪtə • dɪ'vaɪs • ɪn'kɔ:pəreɪt • ɪnə'veɪʃən • ,ɪnflu'enʃəl • 'draɪvɪŋ ,fɔ:s • stɪf • 'ɔ:diəns • 'raɪvəl • 'lʊə / ljuə ə,wɛɪ • kəm'petətɪv • ju:'ni:k 	<p>You have speakers in your car to hear the actors' words, the music and the sound effects, all <i>synchronised</i> with the action. Of course, the film isn't black and white any more. The three-colour Technicolor started to replace black and white long ago, in the early 1930s.</p> <p>▶ <u>In 2006 you are hesitating which cinema to go to. There is a multiplex cinema with 8 auditoriums in the shopping mall and a megaplex with 20 screens in the centre. But today, as you want something special, you book a ticket online for a show in the London IMAX theatre.</u> The cinema has a <i>gigantic</i> 'wrap-around' screen, 20 metres high and 26 metres wide. The film, shot in three-D with a special camera, <i>abounds</i> in computer generated images. It is shown with an IMAX projector, weighing around 2 tons. Because the enormous screen fills your <i>field of vision</i>, nothing <i>obstructs</i> your view of the picture. It makes even the tiniest detail so ultra-realistic that you feel as if you were in the 'picture', <i>in the midst of</i> action. The cinema's digital <i>surround-sound</i> system <i>enhances</i> your feeling of <i>immersion</i>. It's an incredibly <i>intense</i> movie experience!</p> <h2>2 Why has the cinema developed so rapidly?</h2> <p>* <u>Artistic merit is a strong motive, without doubt.</u></p> <p>▶ <u>The pursuit of perfection</u> has always motivated directors, cameramen, actors and <i>editors</i> to experiment with the camera, sound and light, to invent new <i>devices</i>, or to <i>incorporate</i> technological <i>innovations</i> into the process of film-making.</p> <p>* <u>The other, perhaps more influential driving force is money.</u></p> <p>▶ <u>The film industry is very big business.</u> It has earned healthy profits since the very beginning. However, the cinema has had to face <i>stiff</i> competition for <i>audiences</i> since its teenage years. Television was the first to eat into film studio profits. Then, newer and newer <i>rivals</i> appeared on the scene. Video, DVD, Internet downloads and, most recently, television on mobile phones have <i>lured</i> millions <i>away</i> from the cinema.</p> <p>▶ <u>The cinema is forced to constantly improve its technology</u> so as to stay <i>competitive</i> by presenting films in a <i>unique</i> way. It now seems certain that most movie theatres will go digital in order to keep their position in the race for audiences.</p> <h2>3 Which movie shall we see tonight?</h2> <p>* <u>A variety of things, often in combination, may influence your decision about what to see in the cinema.</u></p>
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<p>▶ If you are under 18, your choice is <i>restricted by film rating systems</i>. They are designed to prevent children and youngsters from watching films with scenes <i>unsuitable</i> for them. Film classification is usually based on the amount of horror, violence, drug abuse, <i>foul</i> language, <i>nudity</i> and sex in a film.</p> <ul style="list-style-type: none"> ■ U (<i>Universal</i>) films in the UK; G (General Audiences) films in the US are suitable for all ages. ■ A PG rating means in both countries that <i>Parental Guidance</i> is suggested if children want to see the movie. ■ 12A indicates in the UK that children under 12 can see the film only if they are <i>accompanied</i> by an adult. The US <i>equivalent</i> is PG-13, which <i>cautions</i> parents that the film is <i>inappropriate</i> for children under 13. ■ 15 and 18 ratings in the UK mean that no one younger than these ages may see the film. In the US, R stands for Restricted, which means that a parent or a <i>guardian</i> has to accompany young people under 17. If the film is rated as NC-17, no one 17 and under is admitted. ■ R18 films in the UK can only be screened to adults in specially <i>licensed</i> cinemas. <p>▶ Festival awards always make films attractive to cinema-goers.</p> <p>▶ Reviews of new releases written by film critics often influence your choice. Good reviews <i>spark interest in</i> the <i>praised</i> film.</p> <p>▶ Word of mouth may feed your appetite for a new film. Friends' and colleagues' comments about the plot, scenes, cast and music <i>urge</i> you to see the movie with your own eyes. The same is true of <i>juicy gossip</i>. <i>Rumours</i> about stars' private lives <i>rekindle interest</i> in their films.</p> <p>▶ The names of your favourite film stars can turn your attention to any movie in which they appear. It doesn't matter if the film is average or even poor. All that matters is that you can see and hear your <i>idol</i>.</p> <p>▶ If the film is the adaptation of a bestselling novel or a play that you like, you <i>are eager</i> to find out whether the screen version is better or worse than the original. It is always exciting to see how the director's <i>visual imagery compares</i> and <i>contrasts</i> with yours.</p> <p>▶ Your taste in film genres deeply influences what picture you <i>find worth seeing</i>.</p> <p>4 Shall we go to the cinema or shall we watch a movie at home?</p> <p>* Why on earth should we see films at all?</p> <p>▶ Films are a form of mass media and an important art form.</p>	<ul style="list-style-type: none"> • rɪ'strɪkt • 'reɪtɪŋ ,sɪstəm • ʌn'su:təbəl • ,fəʊl 'læŋgwɪdʒ • 'nju:dəti • ju:nɪ'vɜ:səl • pə'rentl 'gaɪdəns • ə'kʌmpəni • ɪ'kwɪvələnt • 'kɔ:ʃən • ,ɪnə'prəʊpɪət • 'gɑ:diən • 'laɪsənst • ə'wɔ:d • ,nju: rɪ'li:s • ,spɑ:k 'ɪntrəst ɪn • preɪzd • 'wɜ:d əv 'mavθ • 'fi:d ... 'æpɪtaɪt • ɜ:dʒ • ,dʒu:si 'gɒsɪp • 'ru:mə • rɪ:,kɪndl 'ɪntrəst • 'aɪdl • ,ædæp'teɪʃən • bɪ 'i:gə • ,vɪʒuəl 'ɪmɪdʒəri • kəm'peə • kən'trɑ:st • ,faɪnd 'wɜ:θ ,si:ɪŋ • 'waɪ ɒn 'ɜ:θ 	<ul style="list-style-type: none"> • korlátoz • minősítő rendszer • nem megfelelő • durva nyelvezet • meztelenség • korhatár nélkül • szülői kíséret • elkísér • megfelelő • figyelmeztet • nem megfelelő / illő • gyám, gondviselő • engedéllyel rendelkező • díj • új film / megjelenés • érdeklődést kelt • dicséret, magasztalt • szóbeszéd • étvágyat kelt, kedvet teremt • unszol, ösztönöz • zaftos pletyka • híresztelés • újra érdeklődést kelt • bálvány • át- / feldolgozás • ég a vágtyól • vizuális ábrázolás • hasonlít • különbözik • megnézésre érdemesnek tart • mi a csodának
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<ul style="list-style-type: none"> • főáramba tartozó • románc • szökés, menekülés • puszta esély, egyszerű alkalom • tükröz • befolyásol, hat • megjelenít • vízió, látomás, kép • erkölcsi • társadalmi • filozófiai • vizuális és audio • intellektuális élmény • érzelmi érintettség / bevonódás • képzeletbeli minta 	<ul style="list-style-type: none"> • 'meɪnstri:m • rəʊ'mæns • rɪ'skeɪp • ,mɪə 'tʃɑ:ns • rɪ'flekt • ə'fekt • pɔ:'treɪ • 'vɪʒən • 'mɔrəl • 'səʊʃəl • ,fɪlə'sɒfɪkəl • 'vɪʒʊəl ənd 'ɔ:diəʊ • ,ɪnte'lektʃuəl ɪk'spɪəriəns • ɪ,məʊʃənəl m'vɒlmənt • ,fɪkʃənəl 'pætən 	<ul style="list-style-type: none"> ▶ <u>Mainstream popular films entertain us</u> with their world of adventure, <i>romance</i>, horror, humour, music and dance. But the cinema is more than an <i>escape</i> from the routine of everyday life. It is not a <i>mere chance</i> to forget your problems for a couple of hours. ▶ <u>The most outstanding films reflect and affect the culture in which they are born.</u> They <i>portray</i> powerful <i>visions</i> of society. They deal with <i>moral, social and philosophical</i> issues in an influential way created by a combination of <i>visual and audio</i> elements. ▶ <u>Films provide us with intellectual experience and emotional involvement.</u> ▶ <u>They give us an opportunity to learn</u> by realising our own or wider problems, and by getting <i>fictional patterns</i> for solving them.
<ul style="list-style-type: none"> • kétség sem fér hozzá 	<ul style="list-style-type: none"> • 'nəʊ 'daʊt ə,baʊt ɪt 	<ul style="list-style-type: none"> * <u>Films are worth seeing, no doubt about it. But, why go to the cinema? Why not enjoy a video or DVD film at home, in peace, quiet and comfort?</u>
<ul style="list-style-type: none"> • csábit, rábír • játéktermi • előcsarnok • filmelőzetes • főfilm 	<ul style="list-style-type: none"> • tempt • ɑ:'keɪd • 'lɒbi • 'treɪlə • 'fi:tʃ ə ,fɪlm 	<ul style="list-style-type: none"> ▶ <u>Watching a film at home is much less expensive than at the cinema.</u> Renting a video costs only about half of the price of a ticket. You aren't <i>tempted</i> to buy an ice cream, a hot dog, a large pop corn or an extra large coke. You don't waste money on <i>arcade</i> games in the <i>lobby</i> of the multiplex. ▶ It is boring to sit in the auditorium for half an hour while you get nothing but <u>stupid advertisements and plenty of trailers</u> before the <i>feature film</i> starts.
<ul style="list-style-type: none"> • kényelmes • elengedi magát • megzavar • megjegyzés • visszateker • leállít • harapnivalót hoz 	<ul style="list-style-type: none"> • 'kəʊzi • 'let ... ,heə 'daʊn • dɪ'strækt • rɪ'mɑ:k • rɪ'vɜ:s • pɔ:z • ,fetʃ ə 'snæk 	<ul style="list-style-type: none"> ▶ <u>Home environment is more comfortable.</u> You always have the best and <i>coziest</i> seat. You can follow the story, lying on the sofa, in pyjamas. You can really <i>let</i> your <i>hair down</i>. <u>Nobody distracts you</u> by laughter or silly <i>remarks</i> during the movie. ▶ <u>You can select the language, stop the movie, reverse it, and pause it</u> for a while if you want to <i>fetch a snack</i> from the fridge or visit the bathroom. You can watch the film as many times as you wish.
<ul style="list-style-type: none"> • visszaad 	<ul style="list-style-type: none"> • ,ri:prə'dju:s 	<ul style="list-style-type: none"> ▶ <u>A complex home cinema system can reproduce the movie experience at home,</u> right in your sitting room.
<ul style="list-style-type: none"> • csökkenti a költségeket • bemutató mozi • kedvezményes áron • rituális, szertartásos 	<ul style="list-style-type: none"> • ,kʌt ə 'kɒsts • ,fɜ:st rʌn 'sɪnəmə • ət ə 'dɪskaʊnt ,praɪs • 'rɪtʃuəl 	<ul style="list-style-type: none"> * <u>Nothing compares to the cinema experience.</u> ▶ <u>Going to the cinema is not cheap, but you can cut the costs.</u> Even <i>first-run cinemas</i> have special offers for particular days or showing times, when tickets are offered <i>at a discount price</i>. Get your <i>ritual</i> pop corn, sweets and other viewing snacks in the nearest shop, at half price. You can even earn some pocket money if you write reviews for Internet movie sites, or if you fill out a form about the ads shown in the movie theatre.

<p>▶ When everybody around you talks about the film, <u>it is a real nuisance having to wait for the video or DVD release</u> for long months.</p> <p>▶ <u>If you can't stand ads or trailers, skip them.</u> Get into the auditorium just before the feature film starts.</p> <p>▶ It is great to go to the cinema both alone and with friends. It is an occasion which you share with hundreds of strangers of all ages. When the lights are turned off, it is exciting to see how others react to the same film experience: what they find funny, boring or <i>moving</i>. All this creates a more intense atmosphere than at home. <u>You feel privacy and a sense of community at the same time.</u></p> <p>▶ <u>Not even the highest-tech home video system can provide the visual and audio experience of a movie projected on the big silver screen.</u></p>	<ul style="list-style-type: none"> • 'nju:səns • rɪ'li:s • skɪp • 'mu:vɪŋ • 'prɪvəsi / 'praɪvəsi • 'sens əv kə'mju:nəti 	<ul style="list-style-type: none"> • kellemetlenség • forgalomba hozatal • átugrik, kihagy • megható, megindító • egyedüllét • közösségi érzés
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AT THE CINEMA – IN A NUTSHELL	NOTES
<p>* <u>Since 1895, when it was born, the cinema has developed rapidly.</u></p> <p>▶ <u>Advances in film-making technology have completely transformed film-making, film projecting and film theatres.</u></p> <ul style="list-style-type: none"> ■ The fathers of the cinema were W.K.L. Dixon, who designed the first fully developed camera (kinetograph), and the Lumière brothers, who invented a device functioning as a camera, a projector and a printer (Cinématographe). ■ The first films were short, black and white, without sound. ■ Silent feature films had intertitles. The score was played by an orchestra in the cinema. ■ Talkies appeared at the end of the 1920s. The film's soundtrack synchronised the dialogue, score and sound effects with the action. ■ Colour films replaced black and white ones in the early 1930s. ■ Wide-screen (CinemaScope, Cinerama) films with stereophonic sound systems appeared in the 1950s. ■ Digital technology has radically changed the cinema experience since the late 20th century. ■ Technological advances have transformed film theatres as well: nickelodeons, grand cinema houses, drive-in cinemas, multiplex and megaplex cinemas, IMAX theatres. <p>▶ <u>The film has developed into an important art form.</u></p> <ul style="list-style-type: none"> ■ The first films depicted short scenes from everyday life. ■ When technology made it possible, the film started to 'tell stories'. As a result, a wide range of genres was born. ■ Experiments with the camera, sound, light and editing, and the genius of directors, cameramen, editors and actors have transformed a great number of films into mirrors of life. 	

- Outstanding films, dealing with profound political, social and moral questions, reflect and affect our culture. They draw attention to significant issues and help us realise and solve our problems.

▶ **The movie has developed into a huge entertainment industry.**

- It encompasses film studios, film theatres, film promotion, film festivals, the movie star cult, video and DVD shops, television, the press and the Internet.
- The movie is present in other industries as well. You can get T-shirts and mugs with the picture of your favourite actor, you listen to film music recorded on CD, and it is a must to snack on pop corn during the show.

* **Your choice of films to see in the cinema is influenced by objective and subjective factors.**

- ▶ **Film rating systems** (U, PG, 12A, 15, 18) protect youngsters under age from too much horror, violence, drug abuse, nudity, sex, foul language.

▶ **You may choose a film to see, because:**

- it has won five Oscars, and it has good reviews;
- peers, workmates and people at the hairdresser's praise it;
- your favourite stars play the lead roles;
- it is the adaptation of a favourite play or novel of yours;
- you like particular genres – thrillers, romantic films, science fiction;
- you have an appetite for a comedy to forget your problems;
- you have to write a review or an analysis for your film studies class.

* **The cinema has had to compete for audiences since the middle of the 1930s, the start of the first experimental television broadcasts. Today it has many other rivals - video, DVD, Internet, TV on mobile phones – which have lured millions away from the cinema. Many people, however, have remained ardent cinema-goers.**

▶ **Arguments for the cinema**

- The cost of going to the cinema is easy to cut. Take advantage of special offers, get viewing snacks in a shop and write reviews for Internet movie sites.
- Waiting for the video or DVD release of a film is a nuisance.
- Skip annoying ads and trailers: take your seat just before the feature film starts.
- The cinema experience is unique. You feel both privacy and a sense of community. Not even the best home video system gives you the experience that the sound and visual systems of a high-tech cinema can provide.

▶ **Arguments against the cinema**

- Watching a film released on video or DVD is much cheaper than going to the cinema.
- You do not have to sit through stupid advertisements and trailers.
- Seats at home are more comfortable. Your attention is not distracted from the film by silly remarks or laughter.
- You can stop, reverse and pause the movie, select the language and watch the film as many times as you wish.