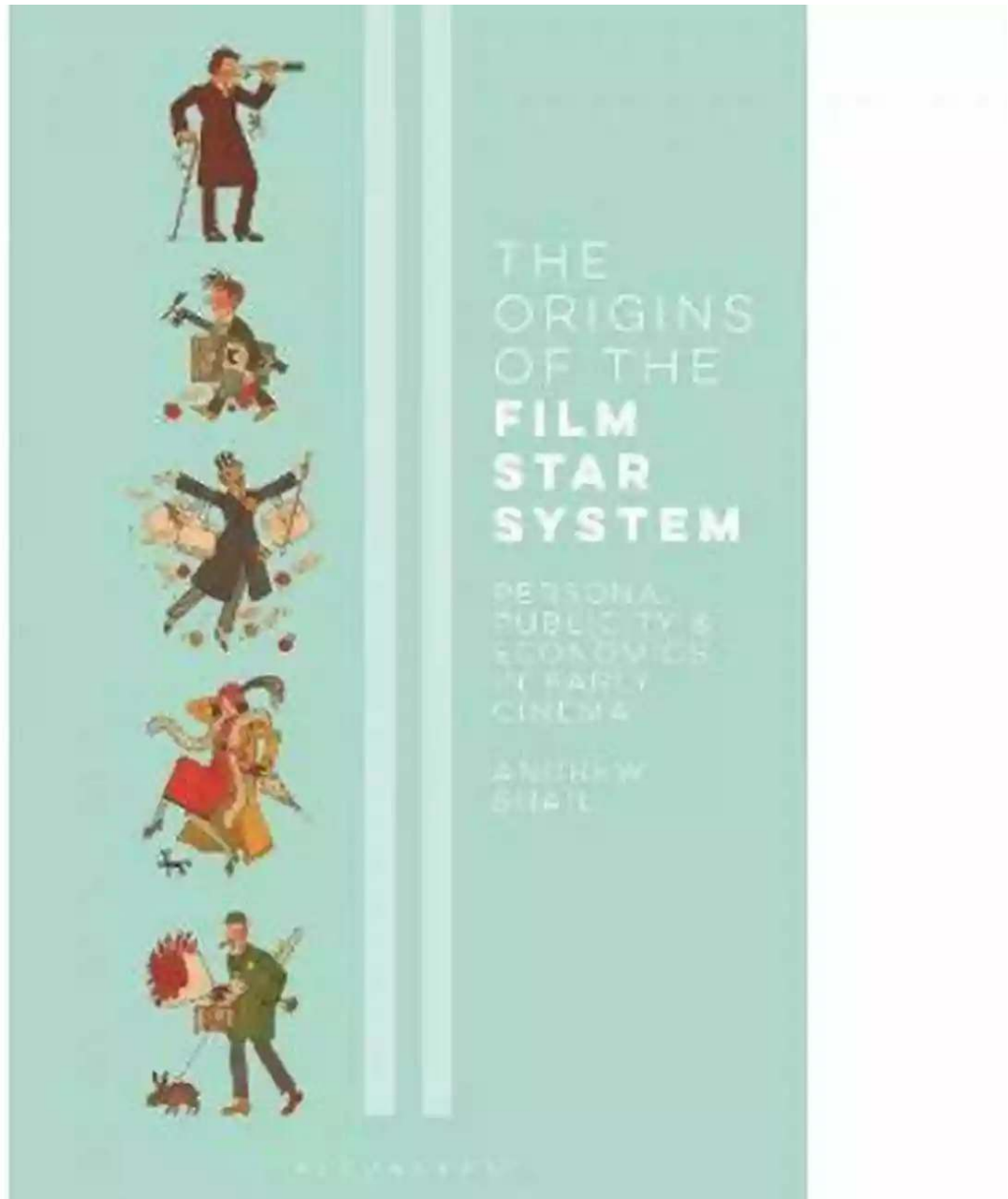


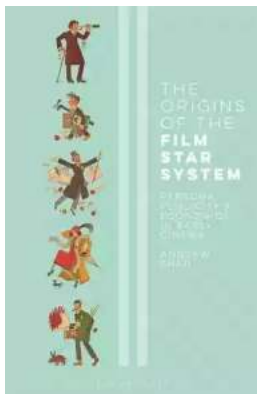
# Persona Publicity And Economics In Early Cinema International Library Of The

The world of cinema has fascinated audiences for over a century. From its early beginnings, film has evolved into a powerful medium for storytelling, entertainment, and cultural expression. Among the many aspects that contribute to the success of a film, one of the most crucial is effective publicity. In this article, we will explore the importance of persona publicity and its impact on the economic success of early cinema.



## **Defining Persona Publicity**

Persona publicity refers to the strategic promotion of actors and actresses in the early days of cinema. During this period, the audience's connection with on-screen personalities played a significant role in the success of a film. Studios carefully crafted and marketed the public images of their actors, creating personas that often extended beyond the silver screen.



## The Origins of the Film Star System: Persona, Publicity and Economics in Early Cinema (International Library of the Moving Image Book

52) by Andrew Shail(1st Edition, Kindle Edition)

★★★★★ 5 out of 5

Language	: English
File size	: 21395 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
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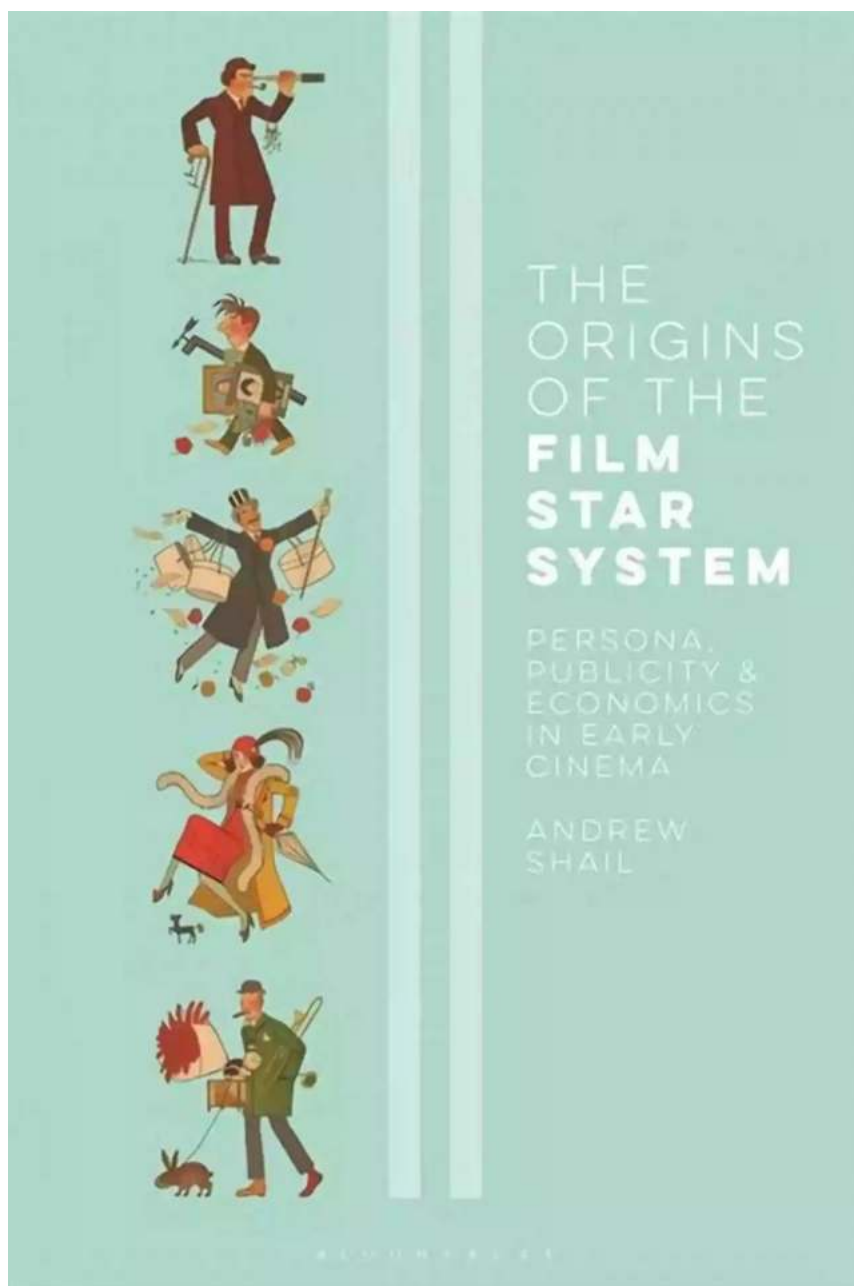
In early cinema, actors and actresses were considered larger than life figures, embodying the glamour, romance, and adventure that captivated audiences. The persona publicity machine worked to promote these individuals as idols, creating an aura of mystique and fascination around their personal lives.

### **The Economic Impact**

The economic success of early cinema heavily relied on the popularity of these persona-driven actors. As audiences developed personal connections with these on-screen idols, their desire to watch films featuring their favorite stars increased. This created a demand-driven market where the presence of a popular actor in a film significantly boosted its chances of success.

The studio system, which dominated early cinema, recognized the economic potential of persona publicity and capitalized on it. Studios invested resources in

creating and maintaining the public image of their actors through various means, such as magazines, photographs, and interviews.



## **Creating Celebrity Culture**

Persona publicity not only shaped the economic success of early cinema but also gave birth to the concept of celebrity culture that still influences the entertainment

industry today. Through aggressive promotion and carefully managed public appearances, actors and actresses became household names and cultural icons.

Society's fascination with these stars extended beyond their acting skills. Fans wanted to know about their personal lives, fashion choices, and even love interests. This created a sense of connection, enabling audiences to form emotional bonds with their favorite actors and actresses.

## **The International Library Of The**

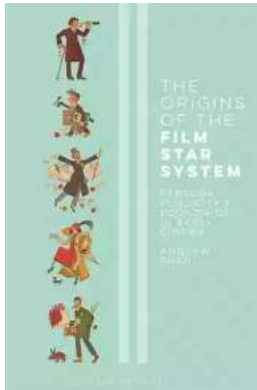
The International Library of the Persona Publicity and Economics in Early Cinema is a comprehensive collection that documents the various aspects of persona publicity during this crucial period in film history. It offers a glimpse into the strategies employed by studios to promote their stars and the impact of persona-driven cinema on the economy.

This esteemed library houses rare photographs, original magazine articles, and interviews that shed light on the fascinating world of early cinema. Researchers, historians, and film enthusiasts can explore the collection to gain a deeper understanding of the pivotal role played by persona publicity in shaping the trajectory of the film industry.

Persona publicity and the economics of early cinema are intricately intertwined. The success of films during this period heavily relied on the popularity and public image of the actors and actresses. The concept of creating personas and marketing them as larger-than-life figures became a hallmark of the industry, creating a celebrity culture that is still deeply ingrained in the entertainment world today. The International Library of the Persona Publicity and Economics in Early Cinema serves as a testament to the influence of persona-driven cinema on the development of the film industry.

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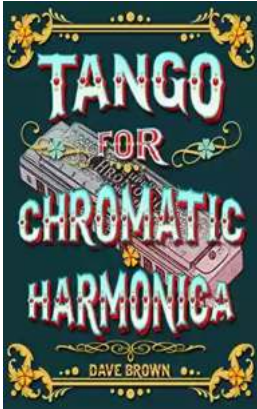
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Drawing on a wide range of archival sources, Andrew Shail traces the emergence of film stardom in Europe and North America in the early 20th century. Modifying and supplementing Richard deCordova's account of the birth of the US star system, Shail describes the complex set of economic circumstances that led film studios and actors to consent to the adoption of a star system. He then explores the film industry's turn, from 1908, to making character-based series films. He details how these characters both prefigured and precipitated the star system, demonstrating that series characters and the 'firmament' of film stars are

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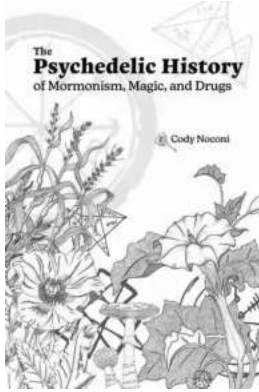
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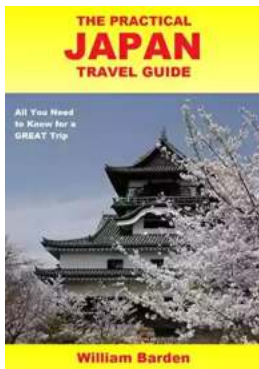
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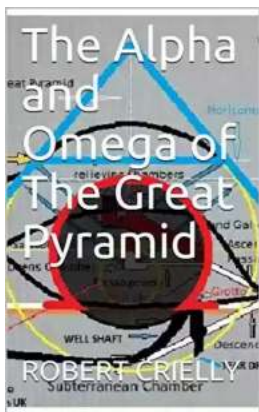
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