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### **American and Russian film industry**

At the present stage of development humanity does not imagine their lives without films - one of the most important types of art as film industry makes people sad and laugh, creates new ideas and reminds of old information, helps people to look into the past, deeply understand their present and try to represent their future. Changing the consciousness of an individual, movies have a strong influence on society on the whole. The purpose of our publication is to analyze the role of the film industry in American and Russian cultures and identify the similarities and differences between them.

Since 1894, when the world-wide American inventor Thomas Edison represented his first kinetoscope, American film industry has been developing at a rapid pace. A huge number of first cinemas appeared in America at that time as well as first cinema companies «Universal Studios», «Warner Brothers», «Metro-Goldwyn-Mayer». Since the invention of film technology and until the advent of sound films, the era of silent films was continuing. The famous film director Alfred Hitchcock called that time «the purest form of films». Silent films gave the world a lot of «stars»: Charles Spencer "Charlie" Chaplin, Mary Pickford, Douglas Fairbanks, Buster Keaton, Rudolfo Valentino and many others.

Lots of American producers made a huge impact on American film industry. The most well-known one was David Wark Griffith. He was famous for his 2 films: “Birth of nation” and “Intolerance”. A lot of film experts considered Griffith the creator of film industry in America.

Since 1920 the situation in film industry has changed. The full-length films replaced short films. The most popular place among the cinematographers on the west coast was the village of Hollywood, which today is known to almost everyone. That great factory of dreams and illusions, the cradle of the national film industry in California had climatic advantages (more than 300 sunny days a year) and geographical features: mountain ranges and the coast of the Pacific Ocean were not far away from Hollywood. The first film from Hollywood studio was “The Indian Husband” by Cecil B. de Mille. That silent western was released in 1914 and it lasted 72 minutes. Despite its rapid development, Hollywood also has its ups and downs. The enormous popularity of films changes the film industry’s orientation from producers towards viewers. The producers were extremely limited in their author’s ideas. Actors and producers came to the foreground. Eventually, “spectacular” films were produced to satisfy the mass public.

That era was also marked by appearance of the most prestigious award in the film industry - Oscar. The first ceremony took place at the Roosevelt Hotel in 1929. It lasted 15 minutes and the entrance fee was \$ 5. 250 people came to that ceremony. The funny thing was that the winners were known three months before the ceremony. Sealed envelopes appeared only in 1945.

The modern film industry in America consists of spectacular and entertaining films with a budget of millions of dollars. The success of a film depends on the “stars” who are loved by the audience. American films are famous for their technical equipment and entertainment. One of the most attractive features of American films is their typical characters presented on the screens. The main character is usually a lone hero who makes his/her best to overcome circumstances and seek the victory whatever it might cost them. However, American film industry has already created and continues to create negative characters too. The stereotyped negative characters are a corrupt, drug dealer, a corrupt policeman or a terrorist.

The history of the Russian film industry dates back to the 19th century. The first films were silent, so they were accompanied by live music. Among the first creators there were Drakonov and Khanzhonkov. Many of the films were based on well-known literary works. One of the first Directors of Russian cinema was Chardynin. During World War I, access to foreign films in Russia declined.

The government began to pay much more attention to film production, as it helped to raise the patriotic spirit of the people. In 1931, the first full-length sound film was made. The first place was taken by newsreels, quickly telling about the course of hostilities and the life of the country in wartime. Moral and ideological problems of that time became an integral part of the film industry. Later, we learnt the famous filmmakers Shukshin and Mikhalkov.

Some Russian films were nominated for the Oscar. Some of them won this award, the films "Moscow does not believe in tears", "War and peace" and others. Russian cinema has gone through a long way of changes and difficulties what hindered its development and created a considerable backlog from Hollywood. With the passage of time, the main ethical principles and objectives formed. For a long time in Russian cinema there has been an image of a man who defended the principles of conscience, freedom of choice, the concept of humanity, sacrifice and mercy.

The current situation in Russian cinema is ambiguous and lies in the equality between the conservative direction and the wave of numerous and various innovations. The conservative side adheres to traditional Russian themes, which are mostly based on the history of the country or its international relations. But it includes a ban on social racism, advocates sympathy for a common man, extreme sentimentality. The new wave of Russian cinema includes different movies from serious action movies to cute comedies and sentimental melodramas. Films become more sincere and humane, important social problems are raised. The technology of creating a movie rises to a new level. The new format of Russian cinema has great ambitions for further development.

Despite the many cultural differences that put Russian and American films on opposite sides, we can also find common features. The main similarity is the problem of man as a person. The story of a man overcoming all the kinds of difficulties in life is the most impressive and alive for both American and Russian viewers. This idea of film industry unites us as people and connoisseurs of films.

Films are inalienable part of our modern world. They transform people's world perception, morally raising or destroying it. Eventually, viewers may get a rich variety of emotions and a lot of new ideas which can change not only people's mood, but moral principles, lifestyle and habits as well. The film industry has gained a huge popularity for all over the years of its development and now it occupies an important place in the lives of many people. And it is a fact because everybody without any exceptions watches films. We can declare a completely new level on which movies have come out and they have become the most sought-after form of art.

### Литература

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