

**MTA 101AI - LECTURE # 10**

**ATTEMPTS TO SAVE THE MOVIE-GOING AUDIENCE FROM T.V.; 3-D, WHICH FAILED; WIDESCREEN, WHICH SUCCEEDED IN SHIFTING HOLLYWOOD ASPECT RATIO TO 1.85:1 FROM 1.33:1; CINERAMA,; CINEMASCOPE**

**STILL, THE MOVIE THEATER  
AUDIENCE DECLINED TO 40 MILLION-PER-WEEK BY 1960**

**UNIVERSAL LED THE STUDIOS IN SHIFTING TO PRODUCTION FOR TELEVISION;  
BY 1955 THE OTHER MAJOR STUDIOS ENDED THEIR ACTIVE RESISTANCE TO PRODUCTION FOR TELEVISION**

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**RADIO IN THE UNITED STATES 'RE-INVENTED' ITSELF BY THE MID-1950s  
BECOMING ESSENTIALLY ALL-MUSIC**

**CHANGING SOCIAL FABRIC OF U.S.:  
POST-WAR MARRIAGES, THE 'BABY BOOM' (1948-1955), AND  
SUBURBANIZATION; CULTURAL CELEBRATION OF  
THE 'NUCLEAR FAMILY'**

**SUBURBANIZATION AND TELEVISION PROVED DIASTROUS FOR HOLLYWOOD  
MOVIES**

**DETERIORATION OF URBAN INNER-CITIES MEANT THE DEMISE OF THE  
GREAT OLDER MOVIE THEATERS IN CITIES**

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**RISE OF THE DRIVE-INS, WHICH REACHED THEIR PEAK IN 1959**

**SUBURBAN LIFE CONTRIBUTED TO THE RISE OF A DISTINCT ADOLESCENT  
AMERICAN CULTURE AND INCREASED 'GENERATIONAL' CONFLICT**

**SUBURBAN AFFLUENCE AND TEENAGE SPENDING**

**REBEL WITHOUT A CAUSE, 1955, DIRECTED BY NICHOLAS RAY FOR WARNER  
BROS., FEATURED JAMES DEAN, NATALIE WOOD, AND SAL MINEO**