

MTA 101AI – LECTURE # 4

**CONTROVERSY OVER MOVIES AND THEIR EFFECTS ON AUDIENCES DATED
FROM THE MEDIUM'S EARLIEST YEARS**

**THE HOLLYWOOD COMPANIES FOUNDED THE
“MOTION PICTURE PRODUCERS AND DISTRIBUTORS OF AMERICA” (MPPDA)
IN 1922; WILL H. HAYS, THE POSTMASTER GENERAL OF THE U.S., WAS NAMED
ITS FIRST PRESIDENT**

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**SUBSTANTIAL CRITICISM OF THE CONTENT OF HOLLYWOOD MOVIES
DURING THE 1920s, WITH THE ROMAN CATHOLIC CHURCH LEADING THE
WAY**

**THE HOLLYWOOD “PRODUCTION CODE” WAS WRITTEN IN 1930 BY DANIEL
LORD, S.J. (ST. LOUIS UNIVERSITY) AND MARTIN QUIGLEY, THE EDITOR OF
THE MOTION PICTURE HERALD; IN 1934, ADMINISTRATION OF THE CODE WAS
PUT UNDER THE OFFICE OF JOSEPH L. BREEN, A PROMINENT CATHOLIC
LAWYER**

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**THE VIGOROUS ROLE
PLAYED BY THE PRODUCTION CODE ADMINISTRATION (P.C.A.) AFTER 1934 IN
CONTROLLING MOVIE CONTENT DEFINES ONE OF THE ELEMENTS OF
“CLASSIC HOLLYWOOD” AS AN ‘ESTABLISHMENT’ CINEMA**

**TO LATER CRITICS, HOLLYWOOD MOVIES PRODUCED FROM THE EARLY
1930s THROUGH THE LATE 1960s TOO OFTEN PORTRAYED SIMPLISTIC
OPTIMISM ABOUT OPPORTUNITY, SELF-RELIANCE, AND POPULIST
CULTURAL AND SOCIAL VALUES**