

## The Introduction

Having your name in lights, Making it big, and ranking the highest in the box office. Hollywood has become a type of market nowadays instead a display of visual art. So students of film are often misled by this Hollywood standard. In school we are taught to appreciate the artistic value of film rather than its mainstream success. That is primarily what sets apart independent films from Hollywood box office hits. Also independent films stretch the boundaries of the basic movie categories. For example, a gothic fairy tale film with underlying metaphors of global warming, could be an idea of an independent film. This requires in some of its viewers, knowledge of the discourse community, or simply appreciation for the artistic style of a film. Terms that a student or future filmmaker may hear are...“art-house” “avant-garde” “realism and magic realism” and “alternative narrative style”. Those were just a few terms mentioned multiple times within many different articles in this community that are cited below. The issue of the artistic value of a film is an important one discussed in almost every article pertaining to experimental and independent film. Yet, still, if a filmmaker wishes to continue making films at some point the films have to become profitable. To become profitable it has to appeal to a larger audience. That way the film is truly independent, completely a director’s artistic vision and yet still gives the director profit. Marketing though many people don't think about it a very important even crucial part of independent film. This in particular is another difference between Hollywood films and Independent films. Hollywood films as discussed in a few of the articles cited below work more like a

machine or profitable business. It takes the statistics of what makes a film profitable and applies them directly to the film to gain the profit. These applications to the film are usually artistically vacant qualities such as the most powerful producers, the most bankable actors, and the most well known venues to shoot at. When the focus is primarily on the profit of the film, the quality of the writing, or cinematography and other artistic application decrease dramatically. In the independent film industry, the locations used to shoot, usually have some type of symbolic, cultural, or aesthetic purpose of being in the film. The actors are chosen primarily because they can portray the character in the most realistic manner. The director is one who is personally, emotionally and or intellectually attached to the film. An Independent film is usually produced by the filmmakers themselves and shown in film festivals for exposure or sold to larger production companies in order to be shown in theaters. That is the primary way in which Independent and Hollywood film markets differ. Students of film in order to join the discourse community have to be well versed in how the industry works and how it came to be that way cited below are articles that have made it easier to enter the discourse community and follow the dialogue pertaining to experimental and independent film.

### The Difference

The most prevalent conclusion made by most of the participators in this discourse community is that independent film is more of an art than a business. While Hollywood sacrifices power and profit over meaning and substance, independent films thrive off of the aesthetic value of a film. From the location to the director, from the screenplay to the actors independent film's primarily goal is to tell a story and tell it well and through the

vision of the filmmaker. (Speed 2007; Davidson 2008; Traynor 2005; Kapsis 1992; Hoskin 2008)

What is Hollywood Business?

The question often arises what is Hollywood business exactly. Hollywood is a business; business like making a profit motivates all businesses. To make a profit in Hollywood extensive knowledge about your targeted audience is needed and yes I mean targeted. Hollywood producers use social research in order to find out trending and what group in particular will watch. This leads to over used plots and concepts but that is only because these overly used concepts and plot workings are what will provide profit.

Whenever Hollywood film pushes the boundaries of conventionality its amount of gross in the box office is threatened. Uncertainty is more than often bad for Hollywood producers because it threatens the amount of money that may be made. Even though there have been some unconventional movies that have become Hollywood blockbusters, but from a marketing perspective this is not a safe way to operate a business on uncertainty. Independent films most of the time completely ignore the fact of whether or not there idea will be trendy and bring in the profits. Students of film should learn the art of movie-making rather than the business of movie making because independent film is what propels a career the Hollywood. (Kapsis 1992; Kolker 1980)

Marketing in the film Industries

Believe it or not marketing is a crucial part of both independent and Hollywood film. Knowing your audience is basic when creating a film to

