

Books press release

Series: Understanding the Moving Image



Understanding Audiences and the Film Industry

Roy Stafford

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The BFI's *Understanding the Moving Image* series provides stimulating introductions to key themes within Film and Media Studies. Designed for A level students, undergraduates and teachers, the books

are very accessible and make no assumptions about prior academic knowledge. They focus on familiar and popular moving image media texts while also introducing the reader to the traditions and breadth of film and television. They are suitable both for classroom work and individual reading.

Understanding Audiences and the Film Industry brings together an introduction to academic study of audiences as 'readers' of films and an investigation into how the film industry perceives audiences as part of its industrial practices. The approach draws on ideas from film, media and cultural studies in order to present new insights into a range of puzzling questions:

- What makes the biggest box office films attractive to audiences?
- Why do films that work well with audiences sometimes suffer poor distribution?
- What is a 'cult film' and how do such films gain their status?

Case studies of films such as *Donnie Darko*, *Ringu* and *Hero* are included alongside discussion of film distribution and exhibition and the growing importance of audience comments and discussion via internet forums.

Although this book will be of particular interest to film and media students, it also provides the general reader with an accessible introduction to the international film industry.

About the author

Roy Stafford is a freelance lecturer and writer based in West Yorkshire, working in film education with independent cinemas. He is co-author, with Gill Branston, of *The Media Student's Book* (Routledge, 4th edition 2006) and has produced a wide range of film materials for teachers and students.

The *Understanding the Moving Image* series editor is Stacey Abbott.

For further information please contact:

Jill Reading, BFI Press Office

Tel: 020 7957 4759

E-mail: jill.reading@bfi.org.uk

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