



**Blockbuster
Cinema:
Hollywood's
Obsession
with
Low
Risk**

**A
presentation
by
James
McMahon**

Hollywood
is
obsessed
with
blockbusters
—
for
20
years
the
major
studios
have
been
making
them,

and
it
appears
that
blockbuster
cinema
will
be
with
us
for
many
years
to
come.
This
presentation
will
theoretically
and
empirically
explain
how
blockbusters,
and
the
associated
business
strategies
that
surround
them,
serve
Hollywood's
financial
goals.
The
key
to
blockbusters
is
that
they
allow
major

studios
to
reduce
their
risk.
The
revenues
of
designed-
to-
be
blockbusters
rarely
fall
below
expectations,
making
the
world
of
cinema
increasingly
predictable.
Moreover,
this
predictability
affects
how
the
film
business
controls
the
social
creativity
of
filmmakers
and,
indirectly,
the
behaviour
of
consumers.

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This
presentation
is
the
third
in
the
Second
Speaker
Series
on
the
Capitalist
Mode
of
Power,
organized
by
capitalaspower.com
and
sponsored
by
the
York
Department
of
Political
Science

and
the
Graduate
Program
in
Social
and
Political
Thought.

Refreshments
will
be
served
and
all
are
welcome.

**Tuesday,
November
3,
2015
3:00–
5:00
pm
Verney
Room,
674
South
Ross
Keele
Campus
of
York
University**