

## The Big Show

### British Cinema Culture in the Great War (1914-1918)

by Michael Hammond

#### DESCRIPTION:

The Big Show looks at the role played by cinema in British cultural life during World War One.

In writing the definitive account of film exhibition and reception in Britain in the years 1914 to 1918, Michael Hammond shows how the British film industry and British audiences responded to the traumatic effects of the Great War.

The author contends that the War's significant effect was to expedite the cultural acceptance of cinema into the fabric of British social life. As a result, by 1918, cinema had emerged as the predominant leisure form in British social life. Through a consideration of the films, the audience, the industry and the various regulating and censoring bodies, the book explores the impact of the war on the newly established cinema culture. It also studies the contribution of the new medium to the public's perception of the war.

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#### CONTRIBUTORS BIOGRAPHIES:

**Michael Hammond** is a lecturer in Film in the Department of English at the University of Southampton. He has written extensively in the area of reception of early cinema in Britain, including a contribution to *Young and Innocent? The Cinema in Britain, 1896-1930*, edited by Andrew Higson (UEP, 2002).

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