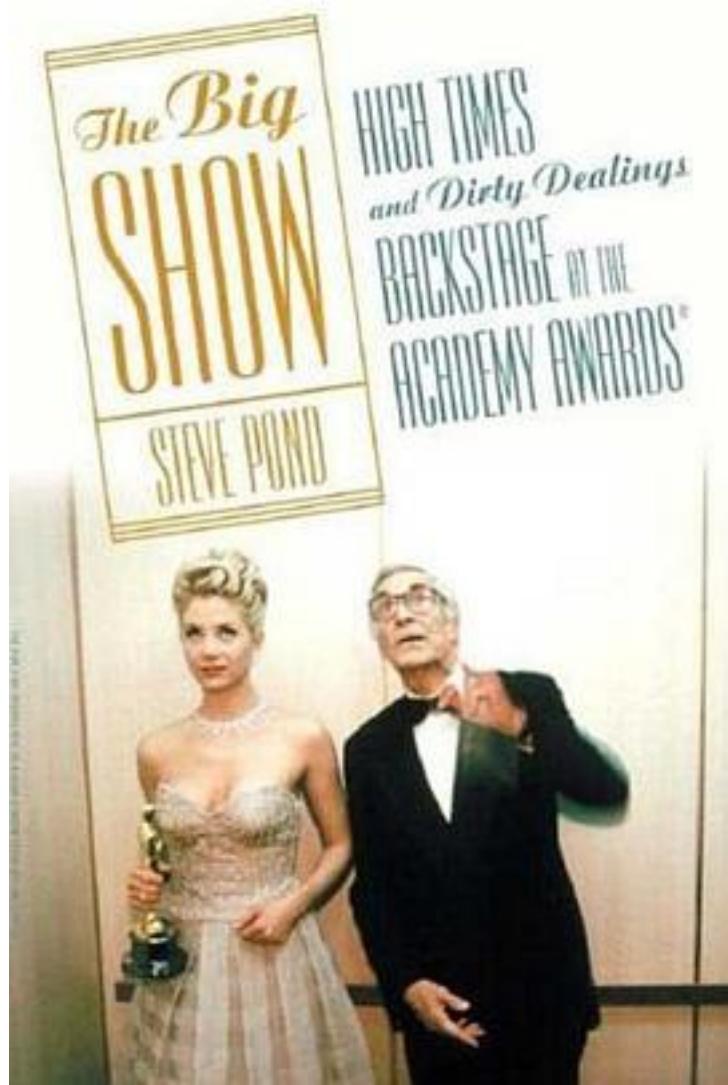


# The Big Show



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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. Fills an important gap in the history of Hollywood outside the USA Uses the cinema culture of Southampton, an important gateway port to the battlefields of Europe, to present a series of case studies A study of early British cinema, for which the Exeter list has a strong reputation Social and cultural history of Britain in WWI

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