

FILM - ART OR INDUSTRY?

1. The beginnings of film – campaigns to recognize film as an art form. First film theories – Karol Irzykowski's "10th Muse". Evolution of means of artistic expression.
2. Industrial character of film at the origin of its career.
3. Rivalry between European and American cinematographies on world markets in the 40ties and 50ties of the last century. French (Brigitte Bardot) and Italian (Sophia Loren, Gina Lollobrigida) global stars.
4. "Nouvelle vague" at the origin of the "Auteur" film concept. Refined artistic film gains ground in Europe at the expense of popular entertainment monopolized later by Hollywood films.
5. Globalization builds the power of Hollywood.
6. France as the leader of European movement against the domination of Hollywood: taxation of American films and transfer of the means toward national cinematography becomes a widespread model. French concept of "cultural exception".
7. Battles on the WTO forum. The UNESCO Convention on Cultural Diversity.
8. European Union policy. "Communication on certain legal aspects relating to cinematographic and other audiovisual works" issued in 2001 states their double nature: as both commercial and artistic goods. Criteria of legality of state aids for film and audiovisual production.
9. Poland: strong tradition of "auteur" film and lack of market mechanisms at Communist period. Difficult adaptation to market realities after 1989. Cinematography Act, creation of the Polish Film Institute.
10. Policy of the Polish Film Institute.