

CONTENTS

List of Figures	vii
Acknowledgements	viii
Introduction	1
<i>Duncan Petrie and Melanie Williams</i>	
 PART ONE STRUCTURES AND COMPANIES	
1. Distribution and Production: The British Majors	33
<i>Duncan Petrie</i>	
2. American Involvement in UK Production	63
<i>Duncan Petrie</i>	
3. Public Support in a Changing Climate	95
<i>Duncan Petrie</i>	
4. The Vertically Integrated Independent	119
<i>Laura Mayne</i>	
5. Low-budget Independent Production	138
<i>Laura Mayne</i>	

PART TWO CREATIVE AGENCY

6. Screenwriting	161
<i>Melanie Williams</i>	
7. Directing	180
<i>Melanie Williams</i>	
8. Production Design	203
<i>Melanie Williams</i>	
9. Costume Design	222
<i>Melanie Williams</i>	
10. Cinematography	241
<i>Duncan Petrie and Melanie Williams</i>	
11. Editing	259
<i>Melanie Williams</i>	

PART THREE MEDIA CONVERGENCE

12. Film and Television	281
<i>Richard Farmer</i>	
13. Film and TV Advertising	303
<i>Richard Farmer</i>	
14. Film and Pop Music	327
<i>Richard Farmer</i>	
Conclusion	349
<i>Duncan Petrie and Melanie Williams</i>	
Appendices	354
Bibliography	365
Index	380