

The Department of Political Science and the Graduate Program in Social & Political Thought present

# THE CAPITALIST MODE OF POWER

## SECOND SPEAKER SERIES

3:00 - 5:00 PM  
674 SOUTH ROSS

TUESDAY, OCTOBER 20  
SHIMSHON BICHLER AND JONATHAN NITZAN  
*The CasP Project*  
*Past, Present, Future*

TUESDAY, OCTOBER 27  
BLAIR FIX  
*Economic Growth*  
*as a Power Process*

TUESDAY, NOVEMBER 3  
JAMES McMAHON  
*Blockbuster Cinema*  
*Hollywood's Obsession with Low Risk*

TUESDAY, NOVEMBER 10  
SANDY BRIAN HAGER  
*Global Safe Haven*  
*Bonding Domestic and Foreign*  
*Owners of the US Public Debt*

TUESDAY, NOVEMBER 17  
D.T. COCHRANE  
*The Enduring Power of GE*

Refreshments available.

T U E S D A Y  
NOVEMBER 03, 2015

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

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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