

Hollywood Trends

By Derek Nungesser

Hollywood over the years has changed and always will continue to change how they make their movies. Trends are always changing and Hollywood is the place that never fails to keep up with them. There are many trends today that are keeping the film industry in full swing. We currently live in a media generation. People are refraining from using their televisions, and resorting to using their phones or computers to watch media. So many brilliant films have already been made and it's getting harder for writers in the industry to come up with new material. The film industry is trying so hard to appeal to this new generation of people grown-up on instant gratification and it's slowly beginning to hinder the beauty of cinema.

People are growing less and less interested in Indie films. A lot of promising ones were hyped up, only to fail in the box office. Because of this, people are starting to not buy them anymore. Filmmakers just are not making the deals they hoped for with distributors at film festivals. People are starting to become turned off from that genre of film. They want big budget films.

Hollywood is also giving in to big stars' film projects in the hopes that it will propel them to do more of the movies that the audiences are asking for. Production companies are losing a lot of money by green-lighting these passion projects but they also need to keep the talent happy in order to get them on board for other projects. A lot of the reason why these films did

not make a good enough profit is because people are turning to their phones or computers to watch. Streaming services are taking over. Netflix, Hulu and the like are beginning to monopolize the way people watch movies. You've heard of the type of people in the past who would say after watching a trailer for a film, "Oh, I'll wait until it comes out on DVD". Well now people just wait for it to be on Netflix. The people have spoken and now it is becoming more and more popular for some smaller films to be released straight to streaming sites. Netflix now offers its own programs and movies and Hulu is a grand host of indie films.

People now are even starting to resort to YouTube for all their visual entertainment. A lot of YouTube stars are keeping their viewers happy by coming out with a new episode weekly or bi-weekly, presenting 20 minute or so long episodes appealing to a wide variety of audiences. There's prank channels, review channels, blogs, and other types of "programs" that will just about fill your every need in the entertainment department. Twenty to thirty years ago, there was no personal media devices. It was the television set, and the cinema. Hollywood was producing incredible, beautiful and memorable films. After the 1990s, the industry shifted gears. There are many films made years ago that people still know and love today like *The Godfather* or *The Breakfast Club*. It's hard to see a movie in this day and age and think that people decades from now will consider it their favorite film of all time. It was said before, the cinema is dying. The living room is dying for that matter.

If you think about it, it makes perfect sense why this is happening. Hollywood is trying to appeal to the interests of younger people. Young people are in this tech savvy media age and realize that they can watch Vines, Facebook videos and then head over to YouTube to be entertained by the newest episode of whatever they're interested in. They aren't willing to

drop \$30 at the movies to watch a movie they can probably torrent on their laptop or watch in a few months when it's released on Netflix or Amazon Prime. People just don't enjoy going to the movies as much as they used to and it's hurting Hollywood.

There are a few promising trends that are saving the box office and giving people in the film industry a chance to keep their jobs. Comic book adaptations and book adaptations into films are saving the game. New *Star Wars* movies, *Deadpool*, and all the films in the DC Universe are the keystone to major production companies. Disney, Sony, and Fox are taking over Hollywood these days with their films. Sony is in production of a reboot of *Ghostbusters* which is looking promising to them to make a killing at the box office. A lot of new genres are emerging as well. You have a lot of filmmakers and production companies making biopics. These types of films are entertaining for sure, but they take away from the actual events that took place in their life and it makes you wonder if they passionately wanted to create a film to show their life or specific events in their life, or if they created the film to appeal to the people and win awards. There's also a strong fascination with dystopia. You have so many recent films based on the end of the world, disaster or other bizarre worlds which tell an interesting story to go with it. *Mad Max* and *The Hunger Games* are examples of some films that have executed this genre well enough to make it big in the box office.

Hollywood is always changing. It is the mecca of filmmaking. It will always keep up with the times and give the people what they want. The sad truth is, what the people want aren't those deep meaning films anymore. People don't want to use their mind and philosophy when they see a movie. They just want to sit down in a theater, be entertained, and go home. Of course there will always be thoughtful filmmakers like James Cameron, Martin Scorsese and

Quentin Tarantino emerging in Hollywood to hold up the foundation of what it means to create a beautiful film. Some of these new filmmakers, however, just want to appeal to this new generation of instant gratification, and huge costing films. Hollywood never stays the same for very long. Ten years from now, who knows what kind of films we'll see come out of it. Trends are changing and Hollywood will always keep up with them the way it has since it began.