



FILM IN THE 1970s

THE FILM SCHOOL GENERATION
AND THE BIRTH OF THE
NEW HOLLYWOOD

Labeling and Regulating Film Content

- Motion Picture Production Code (also known as the Hays Code) was established in 1930 as a set of industry guidelines for self-regulation
- Adopted by the studios, and enforced beginning in 1934
- The Code policed every aspect of film production – from scripts through finished cuts
- If a film did not have Code approval, it could not be shown in theaters



**THIS PICTURE APPROVED BY THE
PRODUCTION CODE ADMINISTRATION
OF THE MOTION PICTURE PRODUCERS
& DISTRIBUTORS OF AMERICA.**



JACK VALENTI

- Former political figure
 - In 1966, becomes President of the Motion Picture Association of America
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- After some high-profile objections to film content shortly after he begins his tenure at the MPAA, Valenti determines that something has to be done to replace the ineffective Production Code
- Begins formulating plan for a new system – sees the Production Code as a form of censorship, and wants to develop a new way of labeling film content

Movie Ratings System

Introduced on November 1, 1968

- G – general audiences, all ages admitted
- M – mature audiences, parental guidance suggested but all ages admitted
- R – restricted, children under 16 not allowed without parent/guardian
- X – no one under 18 admitted

But the ratings system does govern content indirectly -

- Main goal of ratings system was protecting children from unsuitable content
- Most newspapers refused to advertise X-rated films, and many theaters would not show them; and the X rating (the only one not copyrighted by the MPAA) is coopted by the porn industry
- But there is also a new concern about a film being perceived as too bland or childish
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 - in 1969, 41% of all films were rated G
 - by 1977, only 13% were rated G

Some revisions to the 1968 ratings system

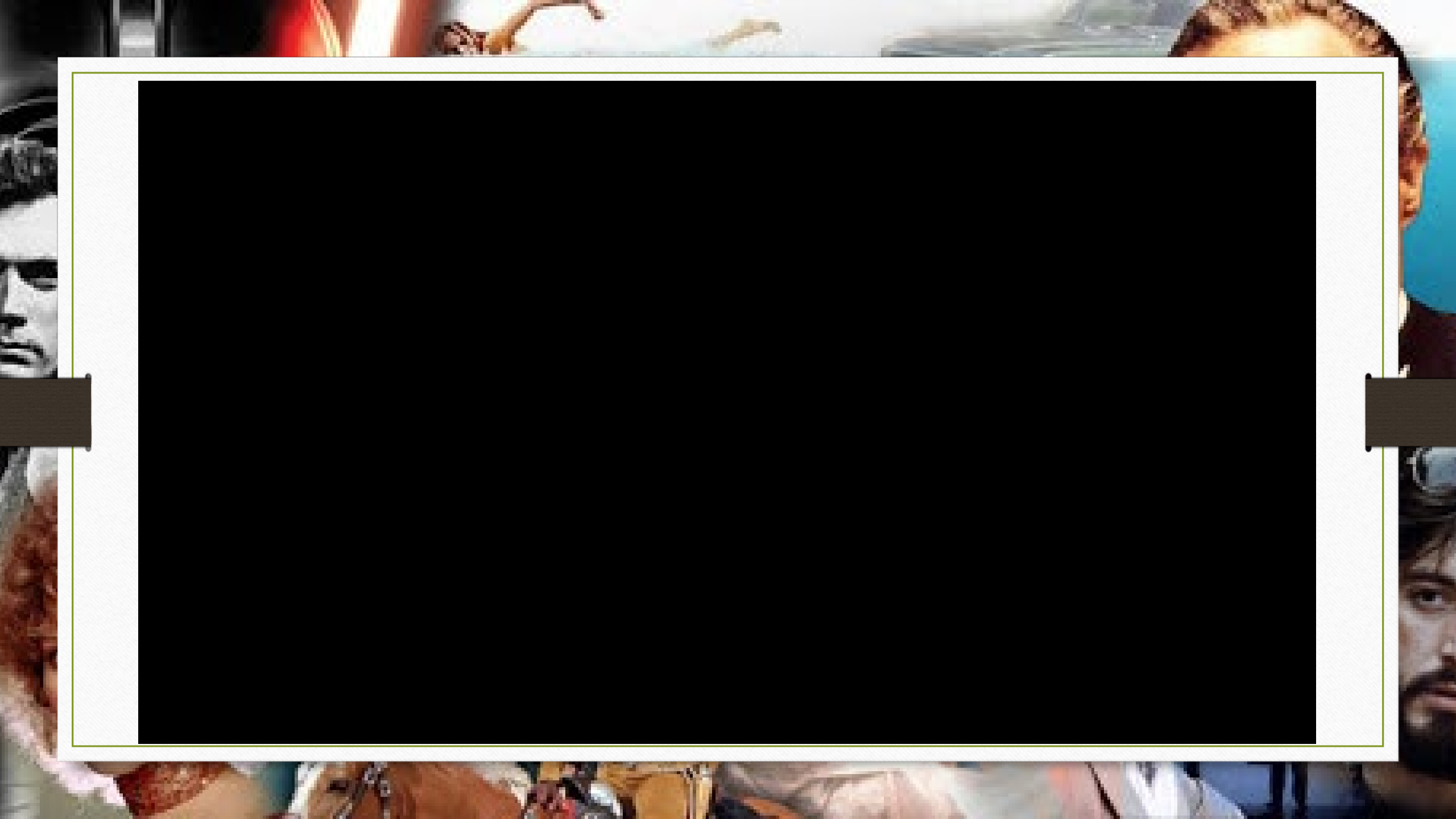
- Several late-60s/early-70s films that were originally rated X were later reclassified as R, to differentiate them from pornography –

Midnight Cowboy, A Clockwork Orange, Last Tango in Paris. . .

- 1970 –
 - R and X age limits raised from 16 to 17
 - M changed to GP, and then quickly changed again to PG (“parental guidance,” not “general public”)
- 1984 – PG-13 added
- 1990 – X is replaced by NC-17

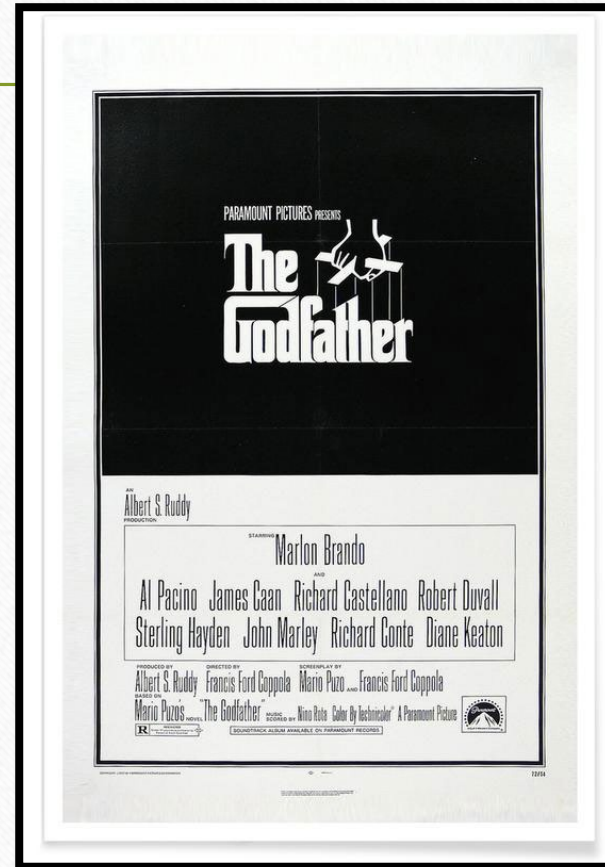
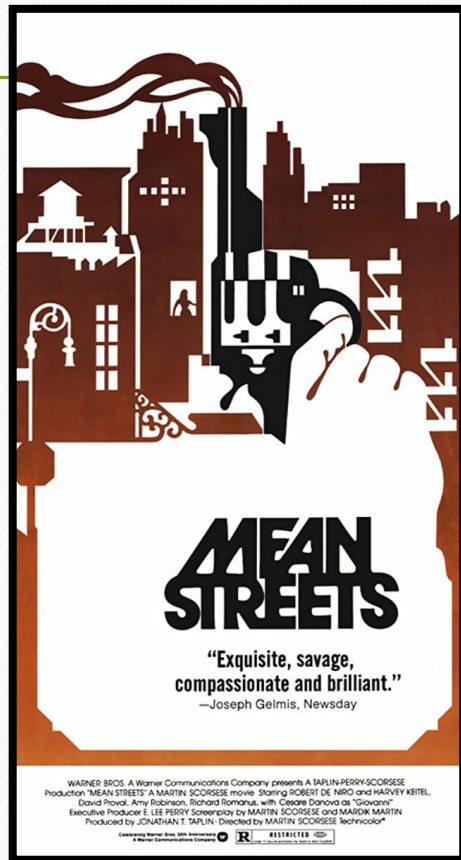
Another major development in the early 1970s that influenced the types of films that were made –

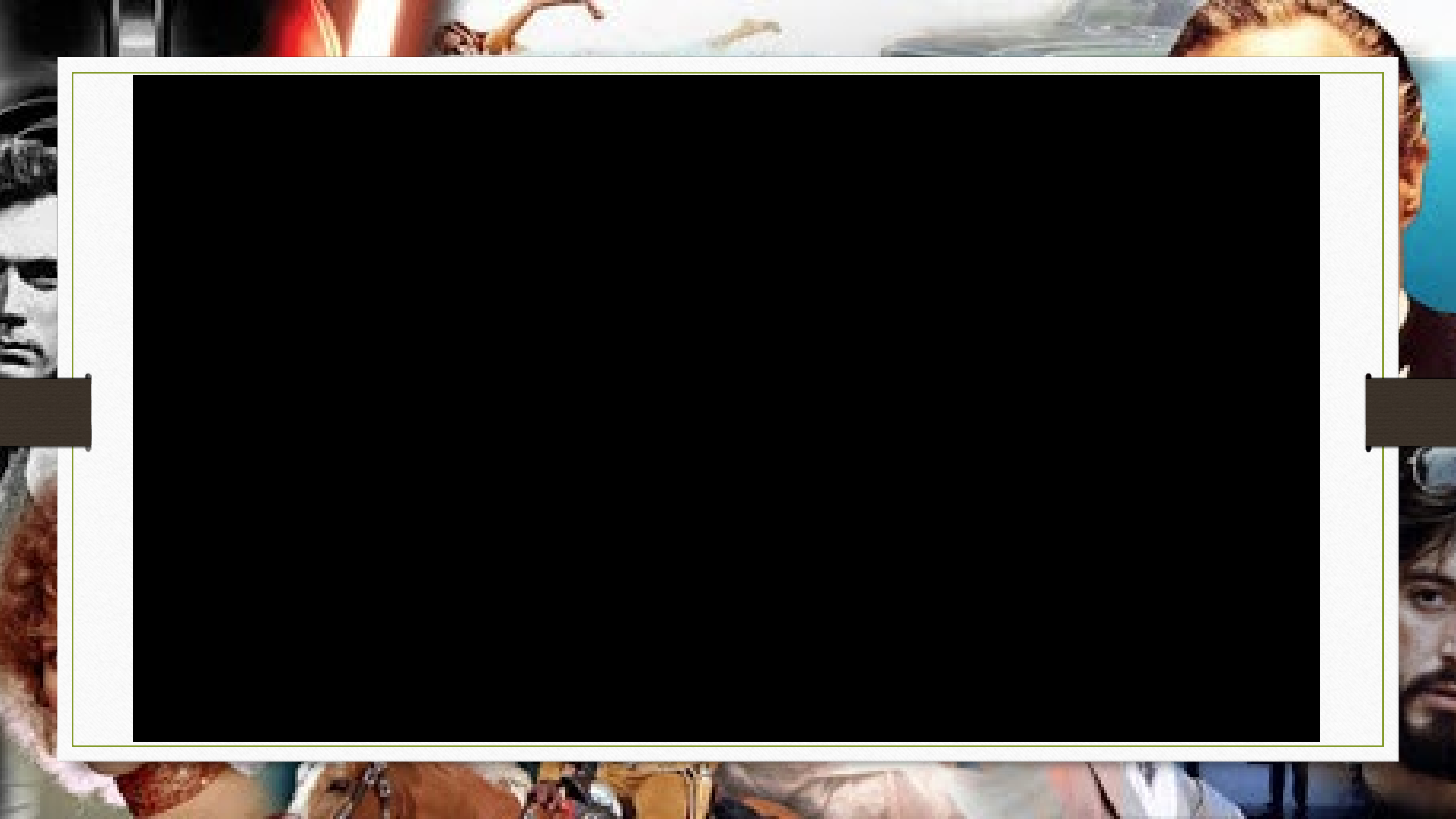


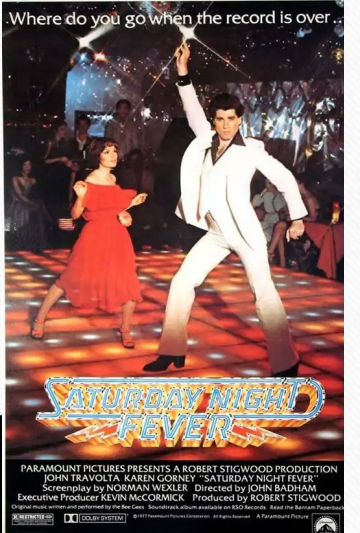
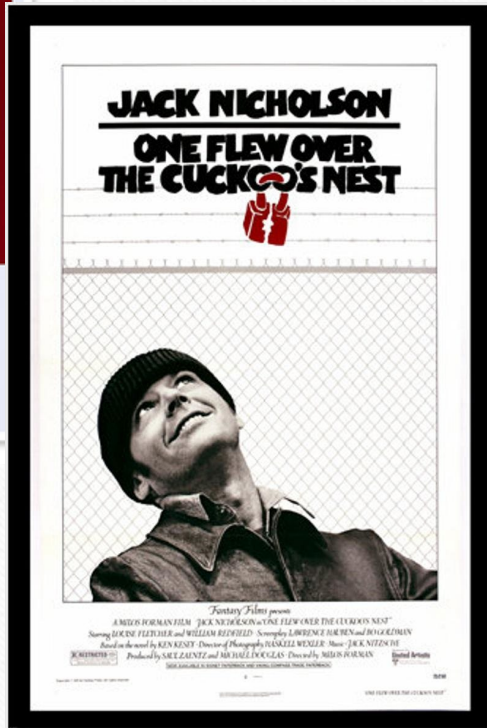
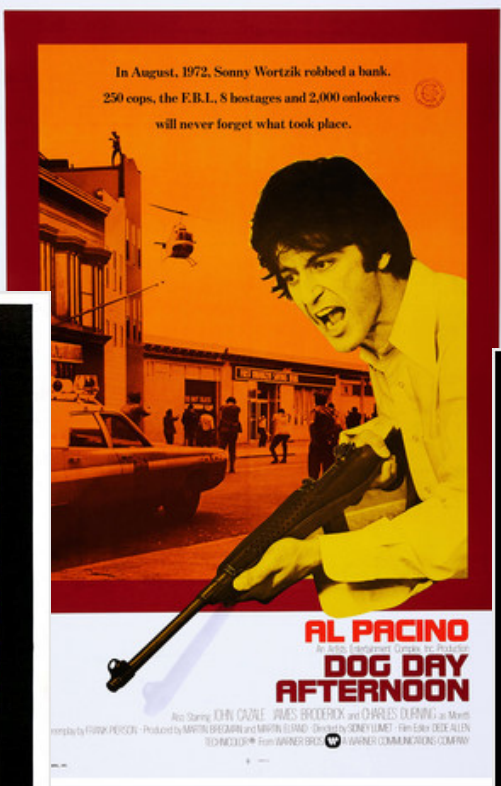
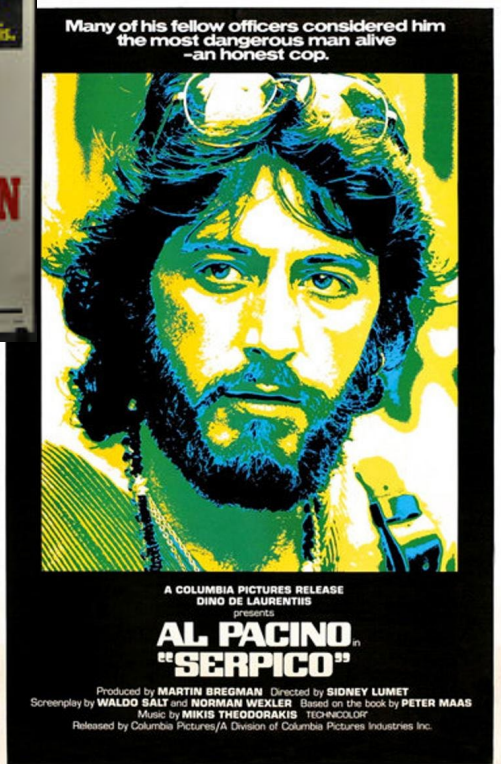




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