

# CONTENTS

	PAGE
PREFACE . . . . .	V
INTRODUCTION, BY JESSE L. LASKY . . . . .	xi

## PART I

### THE ART AND ITS TECHNIQUES

I. THE NEW ART . . . . .	3
II. WHAT PEOPLE WANT . . . . .	13
III. THE BUYER'S PROBLEMS . . . . .	31
IV. WHAT THE CENSORS DO TO YOUR STORY . . . . .	52
V. YOUR STORY . . . . .	82
The plot and its construction—What is a plot?—The use of coincidence—Suspense—The four varieties of suspense—Fake twists in plotting—Character and character portrayal—Why the writer deals with character traits more than with personality—Dialogue	
VI. RHYTHM . . . . .	119
VII. FEELINGS AND EMOTIONS . . . . .	127
Feelings — Emotions — Compliance — Dominance — Inducement — Submission — How people express their emotions—Normal relations between elementary emotions — Desire — Satisfaction — Passion — Captivation—Expressions of compound emotions—Abnormal or unpleasant emotions	
VIII. SOUND EFFECTS . . . . .	194
IX. TITLES . . . . .	209

## PART II

## THE ART AND ITS MECHANICS

X. SOUND TECHNIQUE . . . . .	215
XI. COLOR . . . . .	241
Additive processes: multiple film processes; multiple image process—Subtractive processes: technicolor; multicolor	
XII. COLOR AND THE WRITER . . . . .	259

## APPENDICES

I. GLOSSARY . . . . .	269
II. STUDIO SETS AVAILABLE FOR STORIES . . . . .	274
III. MOVING PICTURE PERIODICALS . . . . .	280
IV. BIBLIOGRAPHY ON THE EMOTIONS . . . . .	282
INDEX . . . . .	285