



**I've
Seen
this
Movie
a
Thousand
Times:
Risk
and
the
Hollywood
Film
Business
A
presentation
by
James
McMahon**

Why
does
Hollywood
lack
originality?
Why
is
Hollywood
cinema
so
repetitive?
This
presentation
will

theoretically
and
empirically
explain
why
Hollywood's
so-
called
risk-
aversion
is
strategic.
The
decline
in
risk
is
a
sign
of
how
the
major
distributors
have
been
able
to
exercise
greater
and
greater
control
over
the
social
relations
of
cinema.

This
presentation
is
the
third

in
a
four-
part
Speaker
Series
on
the
Capitalist
Mode
of
Power.
The
series
is
organized
by
capitalaspower.com
and
sponsored
by
the
York
Department
of
Political
Science
and
the
Graduate
Programme
in
Social
and
Political
Thought.

Refreshments
will
be
served
and
all
are
welcome.

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PhD
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**Wednesday,
November
13,
2013
2:30–
4:30
pm
York
Lanes,
Room
305
Keele
Campus
of
York
University**