# Article information:

Hollywood’s Global Outlook: Economic Expansionism and Production Strategy
<https://journals.openedition.org/lisa/1615>

# Article summary:

1. The foreign market has become increasingly important for Hollywood majors since the 1990s, leading to a wave of global economic expansion.

2. The Hollywood film industry closely observes the foreign market through publications like Variety, with a specific focus on the "International Box Office" section.

3. The growing importance of foreign audiences' tastes has influenced production choices, with executives in charge of international sectors playing a significant role in decision-making.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Hollywood’s Global Outlook: Economic Expansionism and Production Strategy" discusses the influence of Hollywood's desire for global economic expansion on its production choices, particularly in relation to the national character of the films produced. The author examines the fluctuating importance of the foreign market for Hollywood majors since the 1960s and highlights the opening of new markets as a driving force behind their economic expansion strategies.

One potential bias in the article is its focus on the perspective of Hollywood majors and their economic interests. The author primarily analyzes how Hollywood observes and responds to the foreign market, without considering other perspectives such as local audiences or filmmakers from different countries. This narrow focus may limit a comprehensive understanding of the cultural implications of Hollywood's global expansion.

Additionally, while the article mentions that Variety is used as a reference for analyzing Hollywood's observation of the foreign market, it does not provide any information about how this data was collected or analyzed. Without transparency regarding methodology, it is difficult to assess the reliability and validity of these findings.

The article also makes unsupported claims about Hollywood insiders constantly trying to find rationale for the unpredictability of foreign markets. While it mentions examples such as explaining each performance separately or identifying general trends, there is no evidence provided to support these claims. Without concrete examples or references to industry sources, these assertions remain speculative.

Furthermore, there are missing points of consideration in this analysis. For instance, there is no discussion about how cultural differences and local preferences might shape Hollywood's production choices. The article focuses solely on economic factors without exploring how cultural diversity influences storytelling or representation in films.

The article also lacks exploration of counterarguments or alternative perspectives. It presents a one-sided view that assumes Hollywood majors' desire for economic expansion drives their production choices without considering other factors such as artistic vision, creative expression, or audience demand.

Moreover, there is a promotional tone throughout the article when discussing Hollywood's economic expansion strategies. The author highlights the growing importance of foreign markets and the increasing revenues generated from abroad, which may suggest a bias towards endorsing Hollywood's global expansion rather than critically examining its cultural implications.

Overall, the article provides some insights into Hollywood's global outlook and production strategy but falls short in terms of balanced reporting, evidence-based analysis, and consideration of alternative perspectives. It would benefit from a more comprehensive examination of the cultural consequences of Hollywood's economic expansionism and a broader exploration of the diverse factors that shape film production choices.

# Topics for further research:

* Cultural diversity and representation in Hollywood films
* Local audience preferences and their impact on film production choices
* Artistic vision and creative expression in Hollywood's global expansion
* Counterarguments to Hollywood majors' economic expansion strategies
* Cultural implications of Hollywood's global economic expansion
* Perspectives of filmmakers from different countries on Hollywood's global expansion

# Report location:

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