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SURFING THE WAVES OF POPULAR CULTURE BY MICHAEL GILTZ & FRIENDS

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"New Yorker" Laments Bad Old Days Of Moviegoing

David Denby is one of the few film critics I read regularly. But his current piece in the New Yorker is an oddly out of touch lament for the joys of movie-going. What has him scared? The video iPod, for starters. Denby finds out that when he watches "Pirates of the Caribbean: Dead Man's Chest" on an iPod that it's a very unsatisfying experience. He also insists that young people are agnostic about how they watch movies; they don't care whether it's in a theater or on TV or a portable DVD player or a tiny iPod. Strangest of all, after speakingly lovingly about the joys of going to the movies, Denby writes:

At poorly run multiplexes, projector bulbs go dim, the prints develop scratches or turn yellow, the soles of your shoes stick to the floor, people jabber on cell phones, and rumbles and blasts bleed through the walls.... As these theatres age, the gold leaf doesn't slowly peel off fluted columns. They rot, like disused industrial spaces. They have become the detritus of what seems, on a bad day, like a dying culture.

All of this is quite wrong. It's true, young people don't care HOW they get a movie. They don't care whether it's downloaded or on VOD or via a DVD or on cable or Netflix or at a movie house. But everyone cares about the pleasure of watching it. Will some 12 year old obsessively watch "Pirates of the Caribbean" for the umpteenth time on an iPod? Sure, I suppose. But that very movie is one of only THREE films in history to make more than \$1 billion at the box office. Clearly, everyone and their mother went to see it properly in the theater.

For years now, people have spoken about movies they wanted to see in the theater and movies that were "rentable," ie they'd wait a few months to see them on VHS or DVD. But it's not just the desire to see a movie that makes one a must-see in the theater. Everyone -- including 12 year olds, perhaps ESPECIALLY 12 year olds -- knows that a spectacle like "Pirates" HAS to be seen for the first (and second and

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