

# Film History & Culture - Lecture

~ Who am I?: Carlos A. Ortiz

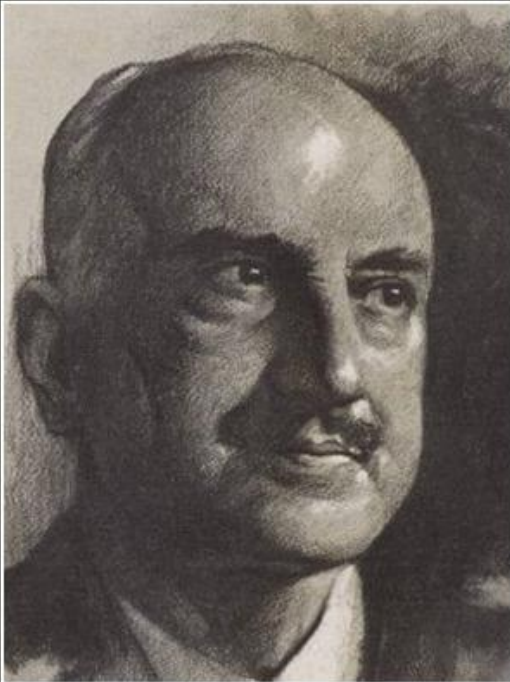
~ Short Video on Film History: An Overview

~ The Importance of Diversity & Representation



Lecture on the history and culture of film in the United States of America.

## QUOTE:



Those who cannot learn from history  
are doomed to repeat it.

— *George Santayana* —

# Introduction:

Who is this guy anyway?

## Carlos A. Ortiz

- Family Man
- Independent Filmmaker
- Community Leader
- Social Entrepreneur
- Sales, Marketing & Creative Professional



Over 20 years of sales, business development, community outreach & video production experience. Over 10 years of marketing & advertising experience working with small businesses & Fortune 500 companies. Over 5 years actively working with nonprofits & community leaders to create a better world, stronger communities & prosperity for all.





# What is HISTORY and CULTURE?



## 01 History:

The study of past events, particularly in human affairs; or, the whole series of past events connected with someone or something, for instance, film history.

## 02 Culture:

The customs, art, language, religion, history, social institutions, and achievements of a particular nation, people, or social group.

(Source: Google search, Oxford Languages Dictionary)

## VIDEO

***“Movies are Magic:  
Crash Course Film History #1”:***





# The 7 Main Eras in Film History

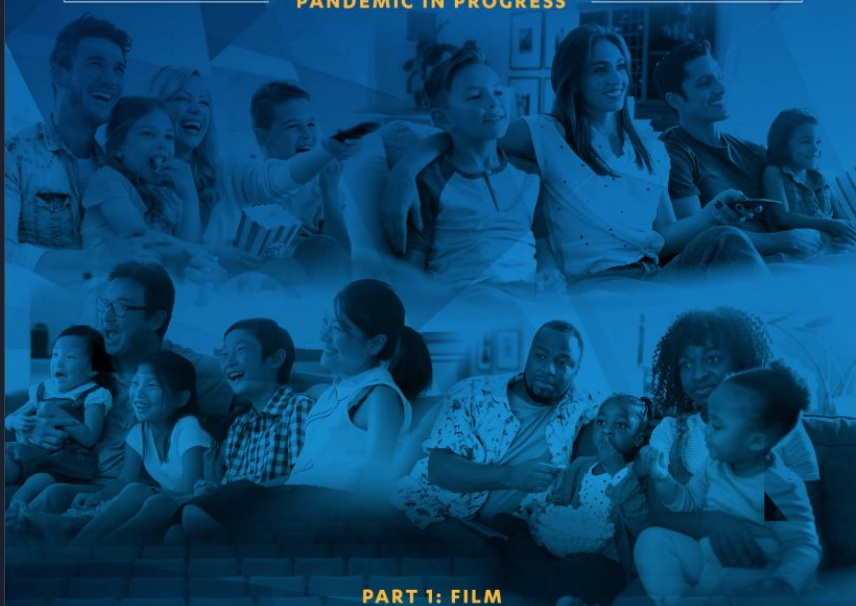


1. ***The Pioneer Era:*** 1895 to 1910
2. ***The Silent Era:*** 1911 to 1926
3. ***The Talkies & Rise of Hollywood:*** 1927 to 1940
4. ***Golden Era & Restructuring Hollywood:*** 1941 to 1954
5. ***Changes in Film, Culture & Society:*** 1955 to 1976
6. ***Dawn of Modern Cinema & the Blockbuster:*** 1977 to 1990
7. ***New Millennium & Future of Cinema:*** 2000s and Beyond

# HOLLYWOOD DIVERSITY

REPORT 2021

— PANDEMIC IN PROGRESS —



PART 1: FILM

**UCLA** College  
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ENGAGING LA, CHANGING THE WORLD



*Hollywood Diversity  
Report 2021, by:*

UCLA - College of  
Social Sciences

[https://socialsciences.ucla.edu/  
wp-content/uploads/2021/04/U  
CLA-Hollywood-Diversity-Repo  
rt-2021-Film-4-22-2021.pdf](https://socialsciences.ucla.edu/wp-content/uploads/2021/04/UCLA-Hollywood-Diversity-Report-2021-Film-4-22-2021.pdf)

# Diversity & Representation in Film & Entertainment



1. People of Color Makeup Over 40% of the U.S. Population
2. Only 2.5 out of 10 film directors are People of Color
3. Only about 2 out of 10 film directors are women
4. Only 2.6 out of 10 film writers are People of Color
5. In 2020, the Academy nominated the first women director of color



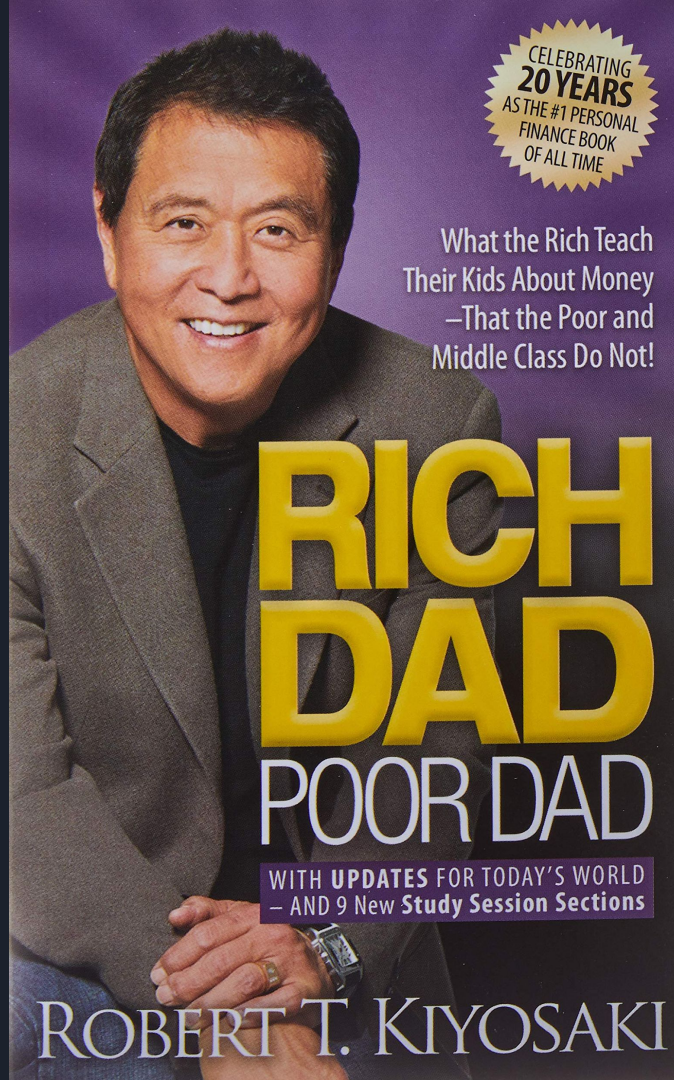
**Any Questions?**





Quote:

“Work to Learn,  
Not to Earn.”



*Rich Dad Poor Dad*

Written by:

Robert T. Kiyosaki



Quote:

“Whatever the mind can conceive and believe, the mind can achieve.”

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Written by:

Michael E. Gerber

Quote:

“Go from working  
in your business,  
to working on  
your business.”



Quote:

“Pigheaded discipline and determination.”

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“Chet Holmes is one of the greatest teachers of marketing, sales, and business success in the world today. This incredible book will supercharge results in every part of your business.” —Brian Tracy, author of *The Way to Wealth*



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**CHET HOLMES**

Foreword by Michael Gerber, author of *The E-Myth*  
Note to Reader by Jay Conrad Levinson, author of the  
Guerrilla Marketing series



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—Tom Peters, bestselling author of *In Search of Excellence*

Stephen R. Covey



Quote:

"Start with the  
end in mind."

*The 7 Habits of Highly  
Effective People*

Written by:

Stephen R. Covey



Thank you!



Best of Luck & Make Us Proud!

We Believe & Trust in You!!!

# VIDEO



***“AFI’S 100 YEARS... 100 MOVIES”:***

