

Books dealing with the various facets of the video industry have been steadily increasing their share of space on bookshop shelves. A number of these books is reviewed below.

The latest advances in independent video production are incorporated in Frank Moore's comprehensive manual, **The Video Moviemaker's Handbook**. It carries explicit instructions on the use of equipment and accessories as well as scriptwriting for home movies, dramatic productions, commercial and educational films (NAL/Plume, \$12.95 NYC).

The updated edition of Ed David's informative and practical book, **The Intelligent Idiot's Guide to Home Video Equipment** offers data on new products (with revisions as needed) in its survey of currently available VCRs and assorted equipment, their use and maintenance (Running Press, Philadelphia, PA, \$8.95 + 75 cents postage).

Effective cost control of production budgets is methodically discussed in **Particular AV/Video Budgeting** by Richard E. Van Deusen. His procedure emphasizes cost allocation systems that separate direct from indirect costs, and provides numerous forms for budget management, control and reporting (Knowledge Industry Publications, White Plains, NY, \$34.95).

Although conceived as a college textbook, James Glen Stovall's **Writing for the Mass Media**, which covers the basics of the craft with clarity and thoroughness, will help any author. The book's chapter on writing for broadcast includes a full discussion of the essential rules governing format, story structure, style, and copy presentation (Prentice-Hall, Englewood Cliffs, NJ, \$17.95).

Professional advice is offered by Ann Loring and Evelyn Kaye in **Write and Sell Your TV Drama**. It provides beginners with expert guidance in the craft and

techniques of dramatic playwriting for the home screen, as well as how to market the scripts (Alek Publishers, Englewood, NJ, \$19.95 + \$1.95 handling).

John Vince's **Dictionary of Computer Graphics** presents detailed and clearly witten definitions of some 200 words and phrases current in electronic computer technology. Illustrations further clarify complex terms, and a special color section depicts the beauty and intricacy of computer-generated images (Knowledge Industry Publications, White Plains, NY, \$34.95).

In the 2nd edition of **The Radio and Television Commercial**, Albert C. Book, Norman D. Carey and Stanley Tannenbaum deal mainly with the copy-writer's field. They discuss, with appropriate examples, the size and scope of commercials, and outline their structure, style and technique in a wide range of formats (Crain, Chicago, \$14.95).

Using the successful daytime show *Guiding Light* as its basic data source, Michael James Intintoli, in **Taking Soaps Seriously**, explores the ways in which television serials reflect contemporary society. This in-depth study analyzes the program's economic content, the symbolic world it represents, the origins of its dramatic substance, and the interaction between audience and producer (Praeger, NYC, \$24.95).

The 6th Professional Edition of **The Video Source Book**, published by National Video Clearinghouse, is an exhaustive reference volume of programs on tape and disc now available from 800 distributors. It lists, describes and cross-indexes over 40,000 titles in 400 subject categories from entertainment to business and children's shows (NVC, Syosset, NY, \$135 + \$5 shipping; distributed to U.S. and Canadian libraries by Gale Research, Detroit).

A comprehensive directory to the video industry, the 7th edition of **The Video Register 1984-85** provides detailed listings of 3000 firms active in all branches of

the industry; manufacturers, dealers, users, production/post production facilities, and consultants (Knowledge Industry Publications, White Plains, NY, \$54.50).

Tom DiNardo's handy guide **Movies on Tape** offers insightful and candid reviews of over 500 available popular films in the "G" through "R" rating classifications (Running Press, Philadelphia, PA, \$3.95 + 75 cents shipping).

Dealing with films usually excluded from more conventional directories, Robert H. Rimmer's **The X-Rated Videotape Guide** reviews and rates 700 "adult" films available in cassettes, with a supplementary list of some 2000 other sexvideos. Cast and credits, synopses, appraisals and distributors are provided (Crown, NYC, \$15.95).

Informative and thoroughgoing, Susan Rubin's **Animation** concerns the basics of the craft, its techniques, tools and equipment, and its artistic aspects. A survey of career prospects and interviews with professionals round out this realistic picture of the animation industry (Prentice-Hall, Englewood Cliffs, NJ, \$24.95/15.95).

The sophisticated technology of such spectacular films as *The Towering Inferno*, *The Poseidon Adventure* and *Tora! Tora! Tora!* is described in **Special Effects** by their creator L.B. "Bill" Abbott, ASC. He discusses with utmost expertise his lengthy experience in combining inventiveness and technique to achieve dazzling visual magic (American Society of Cinematographers, Hollywood, CA, \$29.95).

George L. George •

CINEMA

C A N A D A

bound volumes cover
Canadian cinema from
cover-to-cover (1972-1983)

Bound volumes of all but the first seven issues of **Cinema Canada** are now available.

Vol. 1 has sold out, and Vol. 3 is a limited edition of 60 copies, while recent volumes are limited to 50 copies each.

Due to scarcity of individual issues, Vol. 8 is a limited edition of 40 copies.

Vol. 1	(1972) Sold Out	—	Vol. 7	(Nos. 51-59) 1978-79	\$35
Vol. 2	(Nos. 8-14) 1973-74	\$40	Vol. 8	(Nos. 60-72) 1979-80	\$60
Vol. 3	(Nos. 15-20) 1974-75	\$50	Vol. 9	(Nos. 73-80) 1980-81	\$35
Vol. 4	(Nos. 21-30) 1975-76	\$35	Vol. 10	(Nos. 81-90/91) 1981-82	\$35
Vol. 5	(Nos. 31-40) 1976-77	\$35	Vol. 11	(Nos. 92-100) 1982-83	\$35
Vol. 6	(Nos. 41-50) 1977-78	\$35			

Can Canada afford a ^{film} culture?

If you think so, there's a magazine that thinks so too. Cinema Canada.

Every month for 12 years now, Cinema Canada has been the conscience of Canada's film industry.

Outspoken. Critical. Unique.

No other publication in Canada covers Canadian film and television in-depth, combining industry news with analysis, interviews, and reviews.

A year's subscription to Cinema Canada keeps you up on the films, changing government cultural policy, broadcasting regulatory and cultural agencies, the fate of the CBC, and all the pressing debates that pertain to the future of Canadian culture. Try Cinema Canada - and discover what you've been missing.

Please use the enclosed coupon to subscribe or for further information, write to:
Cinema Canada, P.O. Box 398, Outremont Station, Montreal (Quebec) H2V 4N3
(514) 272-5354.

As well, **Cinema Canada** has published the following special issues and books dealing with Canadian film history and scholarship.

□ **Film and the Future**: 11 papers that probe changing contexts for the future of film theory and practice, from Hill Street Blues to semiology's disciplining of cinematic codes. Magazine format, 8-1/2 x 11, 76 pages, photos, \$5.00.

□ **Words and Moving Images**: 13 papers on the inter-relationships of film language and imagery, from feminist language in recent Quebec cinema to deconstructive strategies in the films of Michael Snow. Paperback, 5-3/4 x 8-3/4, 150 pages, \$10.00.

Published by the Film Studies Association of Canada in conjunction with Cinema Canada magazine.