

**CINEMA CULTURE IN 1930s BRITAIN, Department of Theatre, Film & Television Studies, University of Glasgow, Glasgow G12 8QQ**  
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**Research reveals that, during the 1930s, cinemagoing as a leisure activity was more popular in Britain than ever before or since.**

In the 1930s the British were among the world's keenest cinemagoers. The majority of the population went to the pictures at least once or twice a week, and many picturegoers were passionate fans--reading magazines like Picturegoer or Picture Show, following the fortunes of the stars, imitating their favourites' clothes, makeup and behaviour.

Our knowledge of film fan culture in 1930s Britain, though, is quite limited. Beyond anecdote, we know little of the films and stars that were especially popular with British audiences, nor of differences in tastes and preferences in different parts of Britain. No scientific research on cinema audiences was carried out at the time. There has been no systematic study of the role of films and cinemagoing in the day-to-day lives of ordinary cinemagoers of the time.

Cinema Culture in 1930s Britain, a two-year research project funded by the Economic and Social Research Council, aims to fill some of the gaps by documenting this key aspect of our social history from the point of view of those most closely involved--the filmgoers and the fans themselves.

Project Director **Annette Kuhn** teaches film and television studies at Glasgow University. Her books include The Power of the Image; Cinema, Censorship and Sexuality, 1909 to 1925 and Family Secrets: Acts of Memory and Imagination.

Research Fellow **Valentina Bold** is an oral historian who has worked in Scotland and Newfoundland, Canada. Her publications include A People's History of Coatbridge and articles on women's belief systems.