

## Hidden Figures Essay

**Explain the appeal of low to medium budget films to Hollywood conglomerates (use Hidden Figures to support your answer)**

Hollywood conglomerates are known as the 'Big Six' and they consist of: Warner Bros, 20<sup>th</sup> Century fox, Paramount Pictures, Universal pictures, Sony Pictures and Walt Disney Studios. Fox is seen as the more dominant conglomerate because it recently bought the very successful and famous Disney as it is also a very large conglomerate. Hidden Figures was created by these conglomerates and can be seen as a low budget film because it costed \$25 million to create, when the average cost of creating a film ranges from \$100-\$150 million however another source says it could be as low as \$70-\$90 million. Fox made a profit of \$236 million from producing Hidden Figures (close to 10 times what it took to create the film). The large profits from Hidden Figures could be down to a few things, one of them being general opinion and review. This means that some of the people who watch it have heard of the film through people sharing their thoughts and opinions, Hidden Figures also won multiple major awards. Fox has recognised that the more films they produce, the more reviews they get, the more people watch it, the more awards they win and therefore the more money they earn. Hidden Figures has drawn in a wider audience because it's bringing in more of the black community and they also include a history aspect to the film appealing to people who have an interest in these things and genres.

The cultivation theory examines the long term effects of TV and this links to the success of Hidden Figures because now that Fox (the main dominator of the film industry) owns Disney (another large conglomerate) people recognise they have now merged and see the success of each film produced by Fox and Disney and want to watch it because Hidden Figures must follow their production method, making it very appealing. In conclusion, Fox may create a low budget film because they acknowledge that they could make a very large profit from this film due to merging with Disney and appealing to the right audiences.