**Great performance on Films**

1. Advertising is one of the most effective techniques for the marketing of any product or service. Any organization or company focuses on strong advertising techniques to create awareness about its products and services and increase its sales. A boost in sales will ultimately result in an increase in the profits that will result in the progress of the company. Advertising is basically a marketing technique that conveys a non-personal and sponsored message to a small or large number of audiences in order to promote or sell a product, service or idea. Managers and business people spend a good fortune on the advertising because they know that it will bring back many returns.

I recently stumbled upon a very impressive ad made by the ILLIPACA manufacturers, for the advertisement of one of their products, woolen scarfs. The manufacturers had spent quite a good level of effort and fortune on the making of the advertisement. The locations on which the advertisement was shot were magnificent and the manufacturers made sure that the audience were captivated in the magic of the ad. The two minutes video ad was shot beautifully while the narrators intricately explained the history and origin of the product. Being a consumer, I would definitely love to buy this product, based on its originality.

1. In addition to this, being a movie lover, I watch movies off and on, especially Hollywood movies. I love to watch the old Hollywood movies of the golden era when the pictures were made in black and white and scripts were pure and intelligent. I recently watched such a movie that entertained me and greatly moved me at the same time. The movie carried the title “Paper Moon” and was released on April 9, 1973.

The movie, “Paper Moon” is a comedy-drama movie made under the banner of Paramount Pictures, under the direction of Peter Bogdanovich. The screenplay was an adaptation of the famous novel Addie Pray, penned down by Joe David Brown. The film has been set in Kansas and Missouri, and the era in which it has been set is the Great Depression. The movie revolves around the relationship of a father and daughter as protagonists and depicts the struggle of the two to come out of their current situation. The roles of father and daughter have been played by Ryan and Taum O’Neal respectively and the names are Moze and Addie.

1. Hollywood has been facing a constant downfall since its induction, but this does not mean that the industry has never seen a boom. It has undoubtedly seen some good days as well in which the industry used to produce some really good films with awesome scripts and great editing. If the current times or era of the movies being produced in Hollywood are considered, each and every aspect of the movies has proved to be disappointed including the cinematography and the camera angles. Only the movies that were being made from 1967 till 1980 were a little worth watching.

Exactly these facts have been elaborated in the article “New Hollywood, Version I”. The writer has expressed his opinion about the failure of Hollywood as a film industry. The author is of the opinion that there was time when Hollywood used to produce amazing movie with impressive scripts and excellent editing, but now the products coming out of the production houses are a complete disappointment. There is no storyline, no proper scripts and the editing fails to impress the audience. Even the actors fail to perform brilliantly on the screen which disappoints the moviegoers to a great extent.