

Entertainment Industry Magazine Archive

Primary Sources For Film, Broadcasting, Popular Music And Theatre, 1880–2020

THIS VAST DIGITAL ARCHIVE offers unparalleled insights into the behind-the-scenes activities of the music, film, gaming, and entertainment industries. By providing the runs of major trade and consumer magazines, from their inception through to the 21st century, it arms students and researchers with the primary source material to develop a contextual understanding of the entertainment and media industry as it evolved from the 19th century through to the 21st, and defined popular culture, attitudes, ideas, and aspirations. This collection offers the library the opportunity to expand its offering of this type of increasingly relevant primary source that traditionally has not been part of acquisition policies. It is designed for students and researchers in a wide range of the arts and humanities subjects, such as cinema studies, popular music, media & communication studies, American studies, African-American studies, and 20th-century popular culture. The archive currently stands at more than 50 titles and will continue to grow through 2022–2023.



To talk to the sales department, contact us at **1-800-779-0137** or sales@proquest.com.



Features

Users are able to search for original reviews, interviews, industry news, listings, charts, and features relating to the full range of popular media using advanced search and retrieval functionality.

- Includes key trade and mass-market consumer magazines – weekly and monthly publications
- Over 3.5 million pages digitized in high-resolution color and fully searchable across more than 50 key titles
- Deep backfiles support analysis of trends in popular culture across the entire 20th century
- Covers the broad entertainment industry, including film, television, popular music, radio, theatre, video gaming, and performing arts, with a focus on the U.S. and the U.K.

Key Titles Include:

EIMA 1: Music, Radio and The Stage

- *Billboard* (1894–2000)
- *Musician* (1976–1999)
- *The Beat* (1988–2000)
- *The Stage* (1880–2000)
- *Vox* (1990–1999)

EIMA 2: Film and Television

- *American Film* (1975–1992)
- *Boxoffice* (1920–2000)
- *Broadcast* (1960–2000)
- *Screen International* (1976–2000)
- *Variety* (1905–2000)

EIMA 3: Film and Television Pt. 2

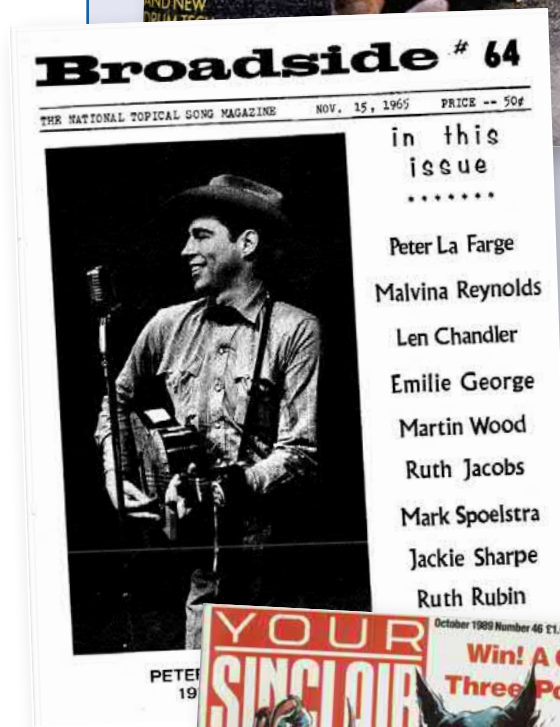
- *The Hollywood Reporter* (1930–2015)
- *American Cinematographer* (1920–2015)
- *Kine Weekly* (1907–1971)

EIMA 4: Music – Folk, Rock & Hip Hop

- *Broadside* (1962–1988)
- *Hip-Hop Connection* (1988–2009)
- *HOT WIRE* (1984–1994)
- *New City Songster* (1968–1985)
- *Option* (1985–1998)
- *Vibe* (1993–2014)

EIMA 5: Video Gaming (*Coming September 2022!*)

Collection 5 will offer the backfiles of over 40 magazines devoted to video gaming, from the 1980s through to 2020. Titles cover a wide variety of consoles/computers and many aspects of the industry. This large-scale archive supports growing research activity in this area, across many media and popular culture-based courses and departments. Titles include *Computer and Video Games*, *PC Gamer*, and *Edge*.



Illuminating the History of the Entertainment Industry Through Digitized Backfiles of Vital Sources

Entertainment Industry Magazine Archive is ideal for the study of:

- The wide spectrum of the entertainment industry including film, television, popular music, radio, gaming, and theatre
- The economics of the motion picture industry
- Production, marketing, and reception of specific films or albums
- Factors surrounding the emergence of subcultures such as punk, two-tone, or grunge
- Culture, politics, and social change in dynamic eras such as the 1960s

Using Entertainment Industry Magazine Archive

Example university courses/modules that Entertainment Industry Magazine Archive would support include:

University of Wisconsin-Milwaukee – History of Film: Development of an Art

Students study “the major industrial, technological, aesthetic, and cultural developments in motion picture history”

Goldsmith’s University of London – Popular Music Contexts

Addresses “the social and political dimensions of popular music production and reception,” “the analytical approach to popular music inside the university,” and “significant critical traditions and tropes within broader academic and non-academic popular music discourses”

University of Wolverhampton – Youth Sub-cultures and National Identity in Post-War Britain

Explores “representations of youth in newspapers, magazines, films, novels, and popular music. The module will explore the historiographical debates relating to popular culture, national identity and youth in post-war England.”

Rice University – History of Musical Theatre

Gives “a historical perspective of the decades of musical theatre from the 1920s to the present, with particular emphasis on representative innovative examples of change and the transition from musical comedy into musical theatre”



More Cultural Studies Products

Cultural studies is an innovative interdisciplinary field of research and teaching that investigates the ways in which “culture” creates and transforms individual experiences, everyday life, social relations, and power. It draws on methods and theories from literary studies, sociology, media and communications studies, history, cultural anthropology, and economics.

This has brought an associated demand for primary sources pertaining to these fields. In particular, the backfiles of consumer and trade magazines are key content types. As these materials have traditionally fallen outside of the collection development policies of institutional libraries, however, there is an acute need for access to high-quality digital surrogates.

ProQuest has led in developing large corpora of major publications in this area, with long-running consumer and trade periodicals digitized from their first issues, in color, and with article-level metadata. Only ProQuest has this volume of content and exclusive digital access to many of the leading publications in a variety of popular culture fields, with coverage dating from the 19th to the 21st century.

Take research deeper with complementary resources from ProQuest, such as:

- The Artforum Archive
- Health & Fitness Magazine Archive
- The Rolling Stone Archive
- Underground and Independent Comics, Comix, and Graphic Novels, Volumes I-II
- The World of Archie Comics Archive
- Youth and Popular Culture Magazine Archive



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