Quality versus quantity, you choose
The phrase “quality versus quantity” is the universal theme of modern films

column by
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Sitting in my brown leather chair, I slap my ACT Prep book closed. Sighing, I grab my wallet on some novels randomly placed on my desk.
I take a swig of Dr. Pepper, desperate for caffeine. I need a break. Luckily, I have my Carmike Cinemas gift card.
I smile, pretending like the theater will have a good movie premiering. My computer displays its background screen and I furiously type in my password, desperate for a quality film.
As I visit their site, I am still hopeful there is a movie worth watching, a movie worth the two hours I will spend stuck in a dark, claustrophobic theater with dozens of people I don’t know.
The year 2015 has produced record-breaking, blockbuster films.
Universal Pictures is celebrating their two-billion dollar profit from *Furious 7* and *Jurassic World*, and *Minions* has officially become the second highest grossing animated film with an estimated $1.08 billion.
Films are grossing more than ever, whether or not this is due to inflated ticket prices and an increase in 3D films.
But, there are other records being broken. Rotten Tomatoes, a website where professional and experienced movie critics can certify a movie “Fresh” or “Rotten”, rated *Hitman: Agent 47*, *Sinister 2*, and *Fantastic Four* as some of the worst movies to ever premiere in theaters: all within three weeks.
Take *Paranormal Activity*, for example. A great idea that was dominated by an abundance of profit, leading to a film series. As the profit increases, the quality decreases.
Let’s face it: movies are getting worse and worse. With increases in ticket prices, film gross goes up. Producers focus more and more on making blockbusters, rather than films with an appeal no moviegoer has seen before.
Fans of *Jurassic Park* trilogy, remember how technically sound and brilliant the first *Jurassic Park* was?
Unfortunately, like many other movie series that start out with a bang, the rest of the trilogy fizzled into oblivion.
“To make money, you have to spend money.” I can’t think of a quote that is more accurate.
Since movie producers realized people will watch anything with a famous movie star and impressive graphics, this phrase comes into play.
*Avatar*, the highest grossing film of all time, spent almost $400 million including production and promotion costs. *Pirates of the Caribbean: On Stranger Tides* grossed over one billion dollars, after spending over $370 million to create and advertise the film.
As time has progressed, Hollywood has manipulated moviegoers into spending exorbitant prices for sub-par movies. Throw in bright lights, a celebrity, and a boring plot, and the essential Hollywood film is born.
Since the 1930s, when almost one quarter of the films released between September through December were nominated for the Academy Awards.
Now, those four months are the period to drop big blockbuster movies such as *Skyfall* and *The Hobbit*. Those months account for billions of dollars of profit each year, separate from the other two thirds of the year.
After all of this negativity, however, I feel I should give some suggestions. Don’t go to the theater until after Oscar nominees are released, and let Netflix, Hulu, Amazon, and Redbox be your best friends.
Do not let the theater steal your