

The 1990s

Film¹

General Background

- In 1990, Time Inc. and Warner Communications join the Time/Warner company, becoming the biggest media merger to date.
- In 1994, Dreamworks formed. It is known for *The Peacemaker* (1997), *Amistad* (1998), *Mouse Hunt* (1998), and *Saving Private Ryan* (1998).

The Rise of Computer Animated Films:

- 1994, animated *Lion King* is released.
- *Toy Story*, the world's first computer animated film came out in 1995, and was a huge financial success.
- In 1998, *A Bug's Life* is released, and its popularity skyrockets.



The Rise of A New Feminine Consciousness

- Carrying over from the 80s, in the 90s women continued to exert greater control in movies.
- Barbra Streisand and *Yentl* (1993)
- *Thelma and Louise* (1991) is known for its two feminist heroines.
- Even the popular *Alien* films had a female heroine.

Action Thrillers Continue to Dominate

- A lot of action thrillers, including *The Fugitive* (1993), *Speed* (1994), and *The Rock* (1996).
- In short, the action packed thrillers of the 90s appealed to a generation of youth nearing the end of the century.



Television²

Animated Sitcoms:

The Simpsons, Futurama, South Park, Beavis and Butthead.

Popular Sitcoms:

The Fresh Prince of Bel-Air, Friends, Seinfeld, That 70s Show, The King of Queens.

Back to the Past!

Accompanying the new resurgence in this type of television show also came a move to shoot on 35mm film instead of videotape, so that the types of movies they recorded could advance and move along with the times - these types of tapes can be easily changed and adapted to new formats (like HDTV)

Promiscuity

During the 1990s, shows like *Sex and the City* were aired on HBO and exempt from standard FCC regulations and frequently depicted scenes with graphic violence, gratuitous sex and foul language. In general, most audiences welcomed this development. However, perhaps it was due to this that there are now various parental controls built into modern television - almost a type of setback from the liberal television attitude during the 90s.

Sports³

Golf:

- Tiger Woods broke racial barriers because golf was stereotypically a sport played at white country clubs.

Baseball:

- In 1994 the MLB strike occurred as a response to the owner's refusal to increase players' salaries.
- The 1998 homerun competition between Mark McGwire and Sammy Sosa
- The 1990s was the first time that there were issues with performance enhancement drugs.

Basketball:

- Michael Jordan brought the Bulls to the NBA championships six times and is considered one of the best basketball players ever.
- Magic Johnson, the captain of the 1992 dream team, retires and announces his battle with HIV.

Boxing:

- Mike Tyson, convicted of rape and imprisoned from 1992 to 1995 attempts to make a comeback, defending WBA against Evander Holyfield, but loses. In their 1996 rematch, Tyson bites off part of Holyfield's right ear.

Football:

- O.J. Simpson the trial of the century.
- In 1990, the first major sports video game Madden NFL was released, starting a trend that would lead to a multimillion dollar industry.

¹ "Film History of the 1990s." Film History of the 1990s. Web. Accessed June 4, 2013.

² Monaghan, Erin. "Television Through the Decades and the Ways It Changed Our World." TopTenReviews. Web. Accessed June 4, 2013.

³ "Wide World of Sports Highlights -- 1990s." ABC Sports. ABC, 2001. Web. Accessed June 4, 2013.