

Secret behind the Oscars: A Hidden Truth Revealed in the 1999 Documentary, And The Envelope Please

● Sally Gao

# 奥斯卡背后的秘密：记录片《获得奥斯卡奖的是》揭示鲜为人知的真相

The documentary entitled, And the Envelope Please critically examines the clandestine behind the Academy of Motion Picture Arts and Sciences or better known as the Oscars, the most prestigious award in Hollywood cinema. It takes the audience on a stroll through Hollywood memory lane as the viewer is exposed to interesting tidbits thousands of viewers may have never known about the award nominations prior to the ceremony. The rules for selecting nominees and winners, the reasons unexpected candidates sometimes go home with the gold, and how far actors would go to earn themselves a nomination are all emphasized in the documentary. The glamour, the excitement, the triumphs, the upsets, and the flashes—the Academy Awards is Hollywood's night of nights. It seems like the road to the Oscar season is a feverish one, when everyone from the cast to the crew is campaigning for Oscar nominations. Winning the Oscar can mean adding zeros to the end of a star's paycheck. But what really goes on behind closed curtains can only be revealed in, And the Envelope Please. This documentary reveals what

Hollywood does not want you to know about the sometimes-rigged selection process of Oscar award winners.

美国电影艺术与科学学院奖(Academy of Motion Picture Arts and Sciences),即众所周知的奥斯卡奖,是好莱坞电影的最高奖,1999年拍制的记录片《获得奥斯卡奖的是》向人们揭示了奥斯卡背后的秘密。该记录片带领观众仔细回顾好莱坞的记忆,向他们揭示许多人可能从未了解过的奥斯卡提名出炉的过程。影片重点叙述了提名规则和获奖规则,一些出人意料的获奖者的得奖理由,以及演员将如何为自己争取提名的机会。奥斯卡之夜是盛大的好莱坞电影之夜,其间充满了魅力,刺激,成功,失落。当从演员到全体工作人员,人人都在竞争奥斯卡提名时,似乎他们都挤上了一条通往奥斯卡小金人的疯狂之路。赢得奥斯卡奖即意味着明星身份的暴涨。但记录片《获得奥斯卡奖的是》向人们揭示了被隐藏的真相,揭露了好莱坞并不希望你的一些为了获奖而有时人为操作的行为。

Some of the major sequences throughout the documentary are about the different methods of campaigning. These include: 1)

publicizing, 2) distributing, and 3) "playing the game." In And the Envelope Please, archival clips of films, television, and award shows are used as well as one-on-one interviews to support the thesis of its documentary. In the first sequence, there is a segment featuring Sally Kirkland and her successful rise to fame and fortune. She is a professional stage, screen, and TV star. Knowing exactly how the entertainment industry works, she decides to buy space in Variety magazine (the Hollywood movie industry trade) and publish forged reviews all praising how "spectacular" she is. With this

advertisement, movie companies starts supporting her and she works her way up from there. In Kirkland's testimonial she states, "If you do not publicize, you have no fame." Another segment shows footage of why you must hire a publicist to have yourself recognized in the press. Some celebrities would ask their publicist to travel on trips with them and take their photographs so their pictures would be all over magazine covers. People try everything and anything to make their presence known during the days leading to the Oscar nominations. Sometimes, the stars would do anything in their power to get their hands on the golden statue.

争夺奥斯卡的不同手段是贯穿整部记录片的主线,其中包括1)广告宣传;2)影片发行;3)(为获奖而)“玩游戏”。在《获得奥斯卡奖的是》中,影片利用以往的电影,电视,以及颁奖典礼资料——(转13版)

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(接11版)一一对应,以证明自己的观点。在第一条主线中,有一段主要描写 Sally Kirkland以及她成名致富的过程。她是一个著名的戏剧、电影和电视明星。因为Kirkland非常了解娱乐业的运作,于是决定在Variety杂志(好莱坞电影行业主办的杂志)上购买版面并且刊登为自己歌功颂德的文章。借助这种广告宣传,电影公司开始支持她,她的人气也开始节节高升。Kirkland用自己的例子证明说:“如果你不宣扬自己,你就别指望成名。”影片另一段叙述了为什么你必须在雇佣一个公关经纪专门让你被媒体接受。有些明星常常会叫他们的公关经纪同他们一起周游各地,给他们拍照,以便让他们的照片出现在各种杂志的封面上。在奥斯卡提名出炉前几天,明星们会各出奇招吸引公众眼球。有时候,明星们为了得到小金人会尽其所能不择手段。

In the second sequence, And the Envelope Please follows up on movie studios and how they hire agents to distribute their motion picture for screening when they are being considered for an Oscar nomination. The first segment remarks on the Italian language film, The Postman / Il Postino (1994), showing clips from the film and how it made a successful foreign film debut in Hollywood. This film was marketed in creative ways such as when Sting sang a song dedicated to it and when poetry about the film was read aloud in commercials to lure viewers in. As a result it won an Oscar for "Best Music, Original Score." In another segment, the documentary features clips of people preparing box sets of films to send to the Academy for nomination acceptance. As more and more lavish advertisements were distributed apart from the box sets, distribution went out of hand.

在第二条主线中,《获得奥斯卡奖的是》一片跟踪电影制片公司,以及当他们得知有希望获得奥斯卡提名后如何雇佣代理商进行影片的发行。其中第一段是对意大利影片《The Postman / Il Postino》(1994发行)的评论。借助该片的部分镜头,《获得奥斯卡奖的是》描述了这部外国影片是如何在好莱坞一炮走红的。这部影片采取创造性的推销方式,例如让Sting为其演唱主题歌,在广告中大声朗诵主题音诗吸引观众注意。结果影片获得了奥斯卡最佳音乐—剧情片原

作配乐大奖。在另一段中,记录片叙述了片方如何向评委邮寄影碟。在另一片断中,该记录片向人们展示了各类影片如果是包装后送给奥斯卡评委们的,除了送样片,该记录片还展示了电影广告是如何越来越夸张,电影发行越来越离谱。

In the third sequence, the documentary focuses on actors who get their hands around an Oscar statue by "playing the game". This means, they stand in the spotlight weeks before the nomination ballots are out and make their presence known as much as possible. They do this so they can have influence over the nomination voting and later the Oscar award voting. Some ways actors publicize themselves as shown in the first segment of the documentary is by schmoozing at Hollywood celebrity parties. There, they try as hard as they can to charm Academy award voters. In the second segment, others are seen trying to dress the most glamorously so their high fashion will attract attention. But the most traditional way actors "play the game" is by appearing in daytime and primetime TV talk shows and act as humble as they can so they do not give away their objective. For example, in the third segment the appearances made by Mel Gibson, Emma Thompson, and others on late-night talk shows are a method of "playing the game" and being very visible before the Oscars.

在第三条主线中,该记录篇集中展现了那些为了奥斯卡奖,演员们是如何“玩游戏”的。这包括在影片提名投票开始前数周前招摇过市,使尽全身招数来吸引公众眼球。他们之所以这样做,是为了他们可以改变提名投票以及稍后的奥斯卡奖投票。有些演员为了提高自己的知名度,不懈地在好莱坞的聚会上设法和名人套近乎。在这些聚会中,演员们设法引起奥斯卡评委的注意。在第二段中,一些人设法通过迷人的服装,以他们的服装吸引评委注意。但最传统的“游戏方式”是参与竞选的演员们在白天和黄金时段的电视谈话节目中出现,谦逊地表示他们不会放弃自己的目标。例如Mel Gibson, Emma Thompson,以及其他一些在奥斯卡颁奖前出现在午夜谈话节目中的演员都是属于

那些“玩游戏”的人。

The message behind the documentary, And the Envelope Please, is that Hollywood stars campaign for Oscar nominations in the first place because each nomination earns them a high degree of fame and respect. Considering that the Oscar is internationally the highest-ranking award in film, for an actor to be nominated for the award means they already have one foot out the door. On some degree, the Academy Award of Motion Picture Arts and Sciences is overrated for its prestige. The Hollywood movie industry is all about business. Actors can double their salary if they win an Oscar. Talent may not be credited where it is due because an actor's recognition and public praise is dependent when it comes to getting nominations. When the narrator of the documentary says, "[...]if billions of people watch the show, we are prepared to accept the illusion," he is convincing the audience that the Oscars is most interested in earning profit and likewise, the awards may be rigged due to massive campaign. In the ending narration of the documentary, "We are celebrating the business of show business," the narrator is indicating that Hollywood is a business industry which is a part of the business of entertainment that the viewer embraces by spending a lot of money to watch the films Hollywood distributes.

记录片《获得奥斯卡奖的是》想要表达的是,好莱坞明星之所以角逐奥斯卡提名,首先是因为每个被提名者都将获得很高的声望和尊敬。奥斯卡被认为是国际电影界的最高成就奖项,一个演员如果能获得奥斯卡提名,即意味这他已经迈向了成功。从某些程度上来说,获得电影艺术与科学片的奥斯卡奖并不意味着那么成功。好莱坞电影业完

全是商业化运做,如果演员能赢得奥斯卡奖,他们的片酬将翻一翻。一名演员是否能获得提名,有可能不取决于他的表演才能,而取决于演员是否被认可和被公众赞扬。当记录片中的旁白说到:“当有数十亿的观众观看奥斯卡发奖时,我们实际上已经对奥斯卡本身没有任何质疑了。”旁白的话是要让该记录片的观众相信,也许奥斯卡本身由于竞争激烈,会让某些人为得奖而不择手段,但奥斯卡奖本身的最大目的在于赚钱。旁白在记录片的结尾说道:“我们为艺术商业化而欢欣鼓舞。”言下之意是:好莱坞就是一种商业,是商业娱乐的一个组成部分。观众喜欢这样的娱乐,因此他们花上大把大把的银子去观看好莱坞发行的影片。

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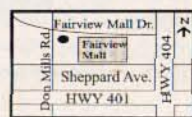
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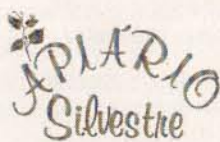
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