

COFFEE TIME CINEMATOGRAPHY

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ABSTRACT

Coffee table books are generated only to entertain. People generally sit in a coffee house and read the books to be bored-free. Moreover, it can be attached to popular fiction too. It is because the main aim of popular literature is to entertain. In coffee table books there may be photos, bold texts, illustrations etc.. It also consists short stories, legends and comics.

KEY WORDS : Entertainment, portability, light read, premeditated.

INTRODUCTION:

A coffee table book is a hardcover book that is planned to sit on a coffee table or equivalent surface in an area where guests sit and are entertained, thus inspiring conversation or improving monotony. They tend to be oversized and of heavy construction, since there is no pressing need for portability. Subject matter is generally confined to non-fiction, and is usually visually dominated. Pages consist mainly of photographs and illustrations, accompanied by captions and small blocks of text, as opposite to long prose. Since they are premeditated at

anyone who might pick the book up for a light read, the analysis inside is often more basic and with less jargon than other books on the subject. Because of this, the term *coffee table book* can be used pejoratively to indicate a shallow approach to the subject.

HISTORY

David R. Brower is sometimes credited with inventing:
 the Modern coffee table book.¹

(http://www.sierraclub.org/education/leconte/wood_hr2715_11-15-03.asp)

While serving as supervisory director of the Sierra Club, he had the idea for a series of books that combined nature cinematography and writings on nature, with, as he put it, a page size big enough to carry a given image's vibrant. The eye must be required to move about within the boundaries of the image, not cover it all in one glance. The first such book, *This is the American Earth*, with photographs by Ansel Adams and others and text by Nancy Newhall, published in 1960;

The series became known as the "Exhibit Format" series, with 20 titles eventually published.² (Natural Vision)

The concept of a book intended essentially for display over perusal was mentioned much earlier by Michel de Montaigne in his essay *Upon Some Verses of Virgil*,

I am vexed that my Essays only serve the ladies for a common movable, a book to lay in the parlor window...³ (Montaigne: 1580, 122)

Almost two centuries later, Laurence Sterne in his comic novel *The Life and Opinions of Tristram Shandy, Gentleman* advanced the more cheerful vision that As his life and opinions are likely to make some noise in the

world, and be no less read than the Pilgrim's Progress itself- and, in the end, prove the very thing Montaigne dreaded his Essays should turn out, that is, a book for a parlor window.

IN POPULAR CULTURE :

Coffee table books have been featured in many areas of popular culture. In the nineteen eighties, British comedy duo Smith and Jones released the lavishly-tooled Smith and Jones Coffee Table Book — its cover was designed to look as if the book could dual as a coffee table. The fifth season of the sitcom Seinfeld included a story arc involving Kramer wanting to write a coffee table book about coffee tables. His idea was for the coffee table book to have legs built into the back cover and coasters built into the face cover, so the book itself could be turned into a small coffee table. In the Family Guy episode You Can't Do That on Television, Peter. Peter states that he, Joe Swanson and Glen Quagmire are making a coffee table book of lesbian butts in nineteen eighties denims. Late-night talk show Conan features a sketch called Coffee Table Books That Didn't Sell, in which Conan O'Brien reviews several –fake- coffee table books with unusual and ridiculous premises, such as Animals on Meth or Movie Stars With Their Eyes Pushed Closer Together.

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