Lev Kuleshov

He studied the techniques of Hollywood directors, particularly [D.W. Griffith](http://www.imdb.com/name/nm0000428?ref_=nmbio_mbio) and [Mack Sennett](http://www.imdb.com/name/nm0784407?ref_=nmbio_mbio) and introduced such innovations as crosscutting in editing and montage into Russian cinema. For his experiments Kuleshov was cutting old silent films from the archives of Khanzhonkov, Bauer and other private studios nationalized by the socialist govenment. Kuleshov used the archives of old silent movies for his own cutting experiments and thus most of the film archives was destroyed. Kuleshov remained quiet about this part of his career when he experimented with editing technique. He focused on putting two shots together to achieve a new meaning.

The "Kuleshov effect" is using the Pavlovian physiology to manipulate the impression made by an image and thus to spin the viewer's perception of that image. To demonstrate such manipulation, Kuleshov took a shot of popular Russian actor [Ivan Mozzhukhin](http://www.imdb.com/name/nm0610620?ref_=nmbio_mbio)'s expressionless face from an early silent film. He then edited the face together with three different endings: a plate of soup, a seductive woman, a dead child in a coffin. The audiences believed that [Ivan Mozzhukhin](http://www.imdb.com/name/nm0610620?ref_=nmbio_mbio) acted differently looking at the food, the girl, or the coffin, showing an expression of hunger, desire, or grief respectively. Actually the face of [Ivan Mozzhukhin](http://www.imdb.com/name/nm0610620?ref_=nmbio_mbio) in all three cases was one and the same shot repeated over and over again. Viewers own emotional reactions become involved in manipulation. Images spin those who are prone to be spun. Although editing and montage have already been used in art, architecture, fashion, politics, book publishing, theatrical productions and religious events (just look at placement of icons in churches, or photos in books, or pictures at exhibitions), the use of such editing in silent films was innovative and eventually led to more advanced visual effects.

*http://www.imdb.com/name/nm0474487/bio*