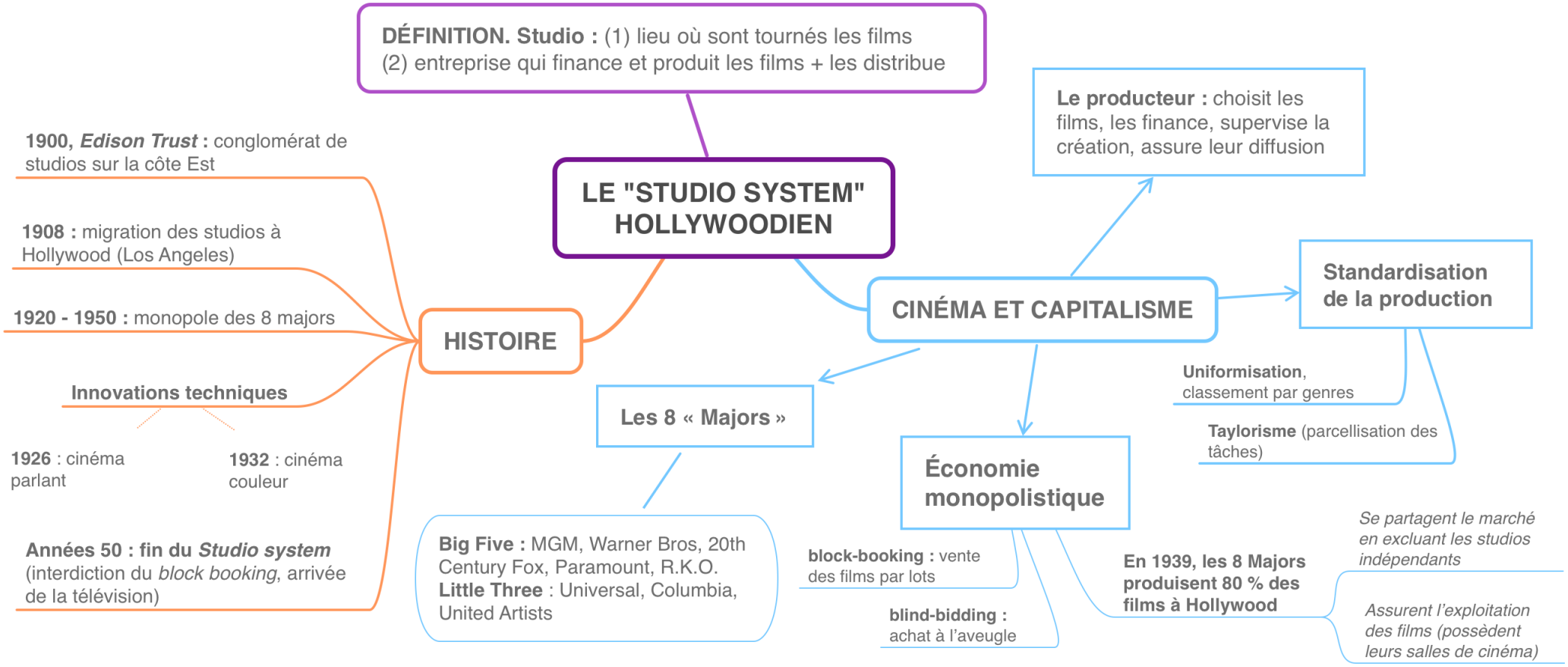II/ Le “Studio System” hollywoodien