Abstract
This text is intended to explain which were the scope and limitations that it would allow to the Lázaro Cárdenas del Ríos Government to strengthen its the State Power into society. This was through the support to the film industry, which in this time let him to use the film as a means of diffusion and consolidation like national identity.

Keywords
Film and Cardenista Government, nationalism film, PNR, sports and popular cultural, beginning of Mexican Star System, first trade associations and cooperatives of cinema.