

Dazzled By Disney The Global Disney Audiences Project Continuum Studies In Global Politics

Looks at the racial issues surrounding Disney's *Song of the South*, as well as how the public's reception of the film has changed over the years, and why, while not releasing the film in its entirety in nearly two decades, Disney has chosen to continue to repackage and repurpose bits and pieces of the film.

How are children—and their parents—affected by the world's most influential corporation? Henry A. Giroux explores the surprisingly diverse ways in which Disney, while hiding behind a cloak of innocence and entertainment, strives to dominate global media and shape the desires, needs, and futures of today's children.

The roles that media play in the lives of children and adolescents, as well as their potential implications for their cognitive, emotional, social and behavioral development, have attracted growing research attention in a variety of disciplines. The Routledge International Handbook of Children, Adolescents and Media analyses a broad range of complementary areas of study, including children as media consumers, children as active participants in media making, and representations of children in the media. The handbook presents a collection that spans a variety of disciplines including developmental psychology, media studies, public health, education, feminist studies and the sociology of childhood. Essays provide a unique intellectual mapping of current knowledge, exploring the relationship of children and media in local, national, and global contexts. Divided into five parts, each with an introduction explaining the themes and topics covered, the handbook features 57 new contributions from 71 leading academics from 38 countries. Chapters consider vital questions by analyzing texts, audience, and institutions, including: the role of policy and parenting in regulating media for children the relationships between children's' on-line and off-line social networks children's strategies of resistance to persuasive messages in advertising media and the construction of gender and ethnic identities The Handbook's interdisciplinary approach and comprehensive, international scope make it an authoritative, state of the art guide to the nascent field of Children's Media Studies. It will be indispensable for media scholars and professionals, policy makers, educators, and parents.

Global Communication is the most definitive text on multi-national communication and media conglomerates, exploring how global media, particularly CNN, the BBC, Euronews, and Al Jazeera, influence audiences and policy makers alike. Includes four completely new chapters on Asian media, Euromedia, the Middle East, and public diplomacy from a post 9/11 perspective Updates the story of arab media with a section on "Arab Media and the Al Jazeera Effect" by Middle East-based expert Lawrence Pintak Covers the global war on terrorism and the substantial US investment in Iraqi media Provides updated accounts and overviews of the largest and most important media corporations from around the world, from MTV and CNN to Bollywood Incorporates discussions of Hulu, YouTube, Myspace, and the Twitter phenomenon as well as new stakeholders in global online

media

Children today are growing up in a world of global media. Many have also become global citizens, through their experience of migration and transnational networks. This book reviews research and debate in the media, globalization, migration and childhood, with empirical research in which children's voices are featured prominently and directly.

How did audiences across the world respond to the films of *The Lord of the Rings*? This book presents findings from the largest film audience project ever undertaken, drawing from 25,000 questionnaire responses and a wide array of other materials.

Contributors use these materials to explore a series of widely speculated questions: why is film fantasy important to different kinds of viewers? Through marketing, previews and reviews, debates and cultural chatter, how are audiences prepared for a film like this? How did fans of the book respond to its adaptation on screen? How do people choose their favorite characters? How was the films' reception shaped by different national and cultural contexts? The answers to these questions shed fresh light on the extraordinary popularity of *The Lord of the Rings* and provide important new insights into the global reception of cinema in the twenty-first century.

Over the last decade, political economy has grown rapidly as a specialist area of research and teaching within communications and media studies and is now established as a core element in university programmes around the world. The *Handbook of Political Economy of Communications* offers students and scholars a comprehensive, authoritative, up-to-date and accessible overview of key areas and debates. Combines overviews of core ideas with new case study materials and the best of contemporary theorization and research. Written by many of the best known authors in the field. Includes an international line-up of contributors, drawn from the key markets of North and Latin America, Europe, Australasia, and the Far East.

Examines the translation of classical Hollywood into Disney's feature films from a Deleuzian perspective. *Special Affects* retells the emergence of Disney animation and classical Hollywood cinema from the perspective of affect and the embodied modes of generating affection. The emergence of these media enables new modes of perception that create a special sensations of wonder, astonishment, marvel and the fantastic. Such affections subsequently become mined by consumer industries for profit, thereby explaining the connection between media and consumerism that today seems inherent to the culture industry. Such modes and their affections are also translated into ideology, as American culture seeks to make sense of the sociocultural changes accompanying these new media, particularly as specific versions of American Dream narratives. *Special Affects* is the first extended exploration of the connection between media and consumerism, and the first book to extensively apply Deleuzian film theory to animation. Its exploration of the connection between the animated form and consumerism, and its re-examination of twentieth-century animation from the perspective of affect, makes this an engaging and essential read for film-philosophy scholars and students.

This volume details the processes involved in turning raw materials and labour into feature films. Janet Wasko surveys and critiques the policies and structure of the current United States film industry, as well as its relationships to other media industries.

As knowledge production has become a more salient part of the economy, intellectual property laws have expanded. From a backwater of specialists in patent, copyright, and trademark law, intellectual property has become linked to trade through successive international agreements, and appreciated as a key to both economic and cultural development. Furthermore, law has begun to engage the interest of economists, political theorists, and human rights advocates. But because each discipline sees intellectual property in its own way, legal scholarship and practice have diverged, and the debate over intellectual property law has become fragmented. This book is aimed at bringing this diverse scholarship and practice together. It examines intellectual property through successive lenses (incentive theory, trade, development, culture, and human rights) and ends with a discussion of whether and how these fragmented views can be reconciled and integrated.

Focusing on Disney's production of Shanghai Disneyland, this book examines how the Chinese state and the local market influence Disney's ownership and production of the identities and the representations of Shanghai Disneyland. Qualitative methods are here applied to combine both primary and secondary data, including document analysis, participant observation, and in-depth interviews. Shanghai Disneyland is purposely created to be different from the other Disneylands, under the "authentically Disney and distinctly Chinese" mandate. In order to survive and thrive in China, Disney carefully constructs Shanghai Disneyland as Disneyland with Chinese characteristics. Previous studies tend to link Disney with cultural imperialism; however, this book argues that it is not imperialism but glocalization that promotes a global company's interests in China. In particular, the findings suggest state-capital-led glocalization: glocalization led by economic capital of the state (direct investment) and economic capital with the state (market potential). Furthermore, the four categories of glocalization with different conditions, considerations, and consequences illustrate various global-local dynamics in the process of a global formation of locality. The Glocalization of Shanghai Disneyland will appeal to students and scholars of sociology, communication studies, business studies, and Asian studies more broadly.

David Whitley's compelling study complicates our understanding of the classic Disney canon by focusing on the way images of the natural world are mediated within popular art for children. He examines a range of Disney's feature animations, from Snow White to Finding Nemo, to show that, even as the films communicate the central ideologies of their times, they also express the ambiguities and tensions that underlie these dominant values.

A presence for decades in individuals' everyday life practices and identity formation, the Walt Disney Company has more recently also become an influential element within the "big" curriculum of public and private spaces outside of yet in proximity to formal educational institutions. *Disney, Culture, and Curriculum* explores the myriad ways that Disney's curricula and pedagogies manifest in public consciousness, cultural discourses, and the education system. Examining Disney's historical development and contemporary manifestations, this book critiques and deconstructs its products and perspectives while providing insight into Disney's operations within popular culture and everyday life in the United States and beyond. The contributors engage with Disney's curricula and pedagogies in a variety of ways, through critical analysis of Disney films, theme parks, and planned

communities, how Disney has been taught and resisted both in and beyond schools, ways in which fans and consumers develop and negotiate their identities with their engagement with Disney, and how race, class, gender, sexuality, and consumerism are constructed through Disney content. Incisive, comprehensive, and highly interdisciplinary, *Disney, Culture, and Curriculum* extends the discussion of popular culture as curriculum and pedagogy into new avenues by focusing on the affective and ontological aspects of identity development as well as the commodification of social and cultural identities, experiences, and subjectivities. "The Marvel Studios Phenomenon evaluates the studio's identity, as well as its status within the structures of parent Disney. In a new set of readings of key texts such as *Captain America: The Winter Soldier*, *Guardians of the Galaxy* and *Agents of S.H.I.E.L.D.*, the thematics of superhero fiction and the role of fandom are considered. The authors identify milestones from Marvel's complex and controversial business history, allowing us to appraise its industrial status: from a comic publisher keen to exploit its intellectual property, to an independent producer, and latterly, successful subsidiary of a vast entertainment empire. As it drives the process whereby large-scale cinematic practice encounters a converged entertainment age, what kind of organization is Marvel Studios? How does it co-ordinate a transmedia storyworld to the satisfaction of niche fan communities as well as a popular audience?"--

Demystifying Disney: A History of Disney Feature Animation provides a comprehensive and thoroughly up-to-date examination of the Disney studio's evolution through its animated films. In addition to challenging certain misconceptions concerning the studio's development, the study also brings scholarly definition to hitherto neglected aspects of contemporary Disney. Through a combination of economic, cultural, historical, textual, and technological approaches, this book provides a discriminating analysis of Disney authorship, and the authorial claims of others working within the studio; conceptual and theoretical engagement with the constructions of 'Classic' Disney, the Disney Renaissance, and Neo-Disney; Disney's relationship with other studios; how certain Disney animations problematise a homogeneous reading of the studio's output; and how the studio's animation has changed as a consequence of new digital technologies. For all those interested in gaining a better understanding of one of cinema's most popular and innovative studios, this will be an invaluable addition to the existing literature.

For many, the middle ages depicted in Walt Disney movies have come to figure as the middle ages, forming the earliest visions of the medieval past for much of the contemporary Western (and increasingly Eastern) imagination. The essayists of *The Disney Middle Ages* explore Disney's mediation and re-creation of a fairy-tale and fantasy past, not to lament its exploitation of the middle ages for corporate ends, but to examine how and why these medieval visions prove so readily adaptable to themed entertainments many centuries after their creation. What results is a scrupulous and comprehensive examination of the intersection between the products of the Disney Corporation and popular culture's fascination with the middle ages.

In the second edition of *The Idea of Nature in Disney Animation*, David Whitley updates his 2008 book to reflect recent developments in Disney and Disney-Pixar animation such as the apocalyptic tale of earth's failed ecosystem, *WALL-E*. As Whitley has shown, and Disney's newest films continue to demonstrate, the messages animated films convey about the natural world are of crucial importance to their child

viewers. Beginning with *Snow White*, Whitley examines a wide range of Disney's feature animations, in which images of wild nature are central to the narrative. He challenges the notion that the sentimentality of the Disney aesthetic, an oft-criticized aspect of such films as *Bambi*, *The Jungle Book*, *Pocahontas*, *Beauty and the Beast*, and *Finding Nemo*, necessarily prevents audiences from developing a critical awareness of contested environmental issues. On the contrary, even as the films communicate the central ideologies of the times in which they were produced, they also express the ambiguities and tensions that underlie these dominant values. In distinguishing among the effects produced by each film and revealing the diverse ways in which images of nature are mediated, Whitley urges us towards a more complex interpretation of the classic Disney canon and makes an important contribution to our understanding of the role popular art plays in shaping the emotions and ideas that are central to contemporary experience.

The Disney Musical: Critical Approaches on Stage and Screen is the first critical treatment of the corporation's hugely successful musicals both on screen and on the stage. Its 13 articles open up a new territory in the critical discussion of the Disney mega-musical, its gender, sexual and racial politics, outreach work and impact of stage, film and television adaptations. Covering early 20th century works such as the first full-length feature film *Snow White and the Seven Dwarfs* (1937), to *The Lion King* - Broadway's highest grossing production in history, and *Frozen* (2013), this edited collection offers a diverse range of theoretical engagements that will appeal to readers of film and media studies, musical theatre, cultural studies, and theatre and performance. The volume is divided into three sections to provide a contextual analysis of Disney's most famous musicals: · DISNEY MUSICALS: ON FILM · DISNEY ADAPTATIONS: ON STAGE AND BEYOND · DISNEY MUSICALS: GENDER AND RACE The first section employs film theory, semiotics and film music analysis to explore the animated works and their links to the musical theatre genre. The second section addresses various stage versions and considers Disney's outreach activities, cultural value and productions outside the Broadway theatrical arena. The final section focuses on issues of gender and race portraying representations of race, hetero-normativity, masculinity and femininity in *Newsies*, *Frozen*, *High School Musical*, *Aladdin* and *The Jungle Book*. The various chapters address these three aspects of the Disney Musical and offer new critical readings of a vast range of important works from the Disney musical cannon including *Enchanted*, *Mary Poppins*, *Hunchback of Notre Dame*, *The Lion King* and versions of musicals for television in the early 1990s and 2000s. The critical readings are detailed, open-minded and come to surprising conclusions about the nature of the Disney Musical and its impact.

In the American world, the presence of African culture is sometimes fully embodied and sometimes leaves only a trace. *Africa in the American Imagination: Popular Culture, Racialized Identities, and African Visual Culture* explores this presence, examining Mattel's world of Barbie, the 1996 *Sports Illustrated* swimsuit issue, and *Disney World*, each of which repackages African visual culture for consumers. Because these cultural icons permeate American life, they represent the broader U.S. culture and its relationship to African culture. This study integrates approaches from art history and visual culture studies with those from culture, race, and popular culture studies to analyze this interchange. Two major threads weave throughout. One analyzes how the presentation of African visual culture in these popular culture forms conceptualizes Africa for the American public. The other investigates the way the uses of African visual culture focuses America's own self-awareness, particularly around black and white racialized identities. In exploring the multiple meanings that "Africa" has in American popular culture, *Africa in the American Imagination* argues that these cultural products embody multiple perspectives and speak to various sociopolitical contexts: the Cold War, Civil Rights, and contemporary eras of the United States; the apartheid and postapartheid eras of South Africa; the colonial and postcolonial eras of Ghana; and the European era of African colonization.

Disney Theatrical Productions: Producing Broadway Musicals the Disney Way is the first work of scholarship to comprehensively examine the history and production practices of Disney Theatrical Productions (DTP), the theatrical producing arm of the studio branch of the Walt Disney Corporation. This book uncovers how DTP has forged a new model for producing large-scale musicals on Broadway by functioning as an independent theatrical producer under the umbrella of a large entertainment corporation. Case studies of three productions (The Lion King, Tarzan, and Newsies) demonstrate the flexibility and ingenuity of DTP, and showcase the various production models that the company has employed over the years. Exploring topics such as the history of DTP, its impact on the revitalization of Times Square, and its ability to open up a new audience base for Broadway theatre, this volume examines the impact that DTP has had on American musicals, both domestically and internationally, and how its accomplishments have helped reshape the Broadway landscape. This book is relevant to students in Musical Theatre, History of Musical Theatre, Theatre History, and Arts Management courses, along with general Disney enthusiasts.

The omnipresence and popularity of American consumer products in Japan have triggered an avalanche of writing shedding light on different aspects of this cross-cultural relationship. Cultural interactions are often accompanied by the term cultural imperialism, a concept that on close scrutiny turns out to be a hasty oversimplification given the contemporary cultural interaction between the U.S. and Japan. »Embracing Differences« shows that this assumption of a one-sided transfer is no longer valid. Closely investigating Disney theme parks, sushi, as well as movies, Iris-Aya Laemmerhirt reveals a dialogical exchange between these two nations that has changed the image of Japan in the United States.

Designed for AS & A2 level students, this series encapsulates the fundamental concepts that shape the study of Media and Communications. It offers quick and easy-to-read summaries of key ideas and key theories enabling students to attain and assimilate knowledge quickly.

"This essay collection gathers recent scholarship on representations of diversity in Disney and Disney/Pixar films, exploring not only race and gender, but also newer areas of study. Covering a wide array of films this compendium highlights the social impact of the entertainment giant and reveals its cultural significance in shaping our global citizenry"--Provided by publisher.

This book presents new research and thinking, with particular focus on and in depth analysis of a number of cases and dimensions in European media culture and its broader social, political and economic context. It is the first in the Changing Media-Changing Europe Series of books, produced from the work of the European Science Foundation Programme of that name. The Series editors, and co-editors of this volume, are the co-chairs of the Programme.

Featuring a wide range of exercises, examples, and images, this textbook provides a practical way of analyzing the discourses of the global media industries. Building on a comprehensive introduction to the history and theory of global media communication, specific case studies of lifestyle and entertainment media are explored with examples from films, global women's magazines, Vietnamese news reporting and computer war games. Finally, this book investigates how global media communication is produced, looking at the formats, languages and images used in creating media materials, both globally and in localized forms. At a time when the media is becoming increasingly global, often with the same films, news and television programmes shown all over the world; Global Media Discourse provides an accessible, lively introduction into how globalization is changing the language and communicative practices of the media. Integrating a range of approaches, including political economy, discourse analysis and ethnography, this book will be of particular interest to students of media and communication studies, applied linguistics, and (critical) discourse analysis.

Global Media Giants takes an in-depth look at how media corporate power works globally, regionally, and nationally, investigating the ways in

which the largest and most powerful media corporations in the world wield power. Case studies examine not only some of the largest media corporations (News Corp., The Microsoft Corporation) in terms of revenues, but also media corporations that hold considerable power within national, regional, or geolinguistic contexts (Televisa, The Bertelsmann Group, Sony Corporation). Each chapter approaches a different corporation through the lens of economy, politics, and culture, giving students and scholars a thoughtful and data-driven guide with which to interrogate contemporary media industry power.

Cultural borrowing is exploding across the world. Creative ideas are transferred and modified in ever increasing number and complexity making new products ranging from TV shows to architectural style in new cities. But what do we really know about the spread of creative ideas? This intriguing, engrossing, and comprehensive collection looks at the cultural and commercial dimensions of creative borrowing world wide with an international cast of contributors and case studies from India to Ireland, Canada to China. Cultural Adaptation explores how creative ideas are packaged and nationalised to meet local taste, maps the cultural economy of adaptation in entertainment media ranging from motion pictures to mobile phones, and even probes the role of cultural recipes and formats in mutating participatory experiences of theme parks and sporting spectacles. Written in a lively and accessible manner, the book also provides insight into remaking in lifestyle and consumption cultures including fashion, food, drink, and gambling. Essential for communication, cultural, media, leisure and consumption studies scholars and students alike, this book opens up important new perspectives on how we understand global creativity. This book was published as a special issue of *Continuum: Journal of Media and Cultural Studies*.

This volume offers compelling analyses of children and childhood in non-Western films.

The coming of age of audiovisual translation studies has brought about a much-needed surge of studies focusing on the audience, their comprehension, appreciation or rejection of what reaches them through the medium of translation. Although complex to perform, studies on the reception of translated audiovisual texts offer a uniquely thorough picture of the life and afterlife of these texts. This volume provides a detailed and comprehensive overview of reception studies related to audiovisual translation and accessibility, from a diachronic and synchronic perspective. Focusing on all audiovisual translation techniques and encompassing theoretical and methodological approaches from translation, media and film studies, it aims to become a reference for students and scholars across these fields.

Lucy Fraser's *The Pleasures of Metamorphosis: Japanese and English Fairy-Tale Transformations of "The Little Mermaid"* explores Japanese and English transformations of Hans Christian Andersen's 1837 Danish fairy tale "The Little Mermaid" by focusing on pleasure as a means to analyze the huge variety of texts that transform a canonical fairy tale such as Andersen's. Fraser examines over twenty Japanese and English transformations, including literary texts, illustrated books, films, and television series. This monograph also draws upon criticism in both Japanese and English, meeting a need in Western fairy-tale studies for more culturally diverse perspectives. Fraser provides a model for critical cross-cultural fairy tale analysis in her examination of the journey of a single fairy tale across two languages. The book begins with the various approaches to reading and writing fairy tales, with a history of "The Little Mermaid" in Japanese and English culture. Disney's *The Little Mermaid* and Studio Ghibli's *Ponyo on the Cliff by the Sea* are discussed as examples that simulate pleasurable physical experiences through animation's tools of music and voice, and visual effects of movement and metamorphosis. Fraser then explores the literary effects of the fairy tale by male authors, such as Oscar Wilde, Tanizaki Jun'ichiro, and Abe Kobo, who invoke familiar fairy-tale conventions and delineate some of the pleasures of what can be painful enchantment with a mermaid or with the fairy tale itself. The author examines the portrayals of the mermaid in three short stories by Matsumoto Yuko, Kurahashi Yumiko, and Ogawa Yoko, engaging with

familiar fairy tales, reference to fairy-tale research, and reflections on the immersive experience of reading. Women characters and authors are also hyperaware of the possible meanings of Andersen's "The Little Mermaid" and of the fairy tale itself, furthering the discussion with Nonaka Hiiragi's novel *Ningyo-hime no kutsu*, and D[di?]'s novel *Sento no ningyo-hime to majo no mori*, as well as an episode of the science fiction television series *Dark Angel*. Fraser concludes that the "pleasure" framework is useful for a cross-cultural study of creative engagements with and transformations of a particular fairy tale. Few studies have examined Japanese fairy-tale transformations to the extent that Fraser has, presenting fascinating information that will intrigue fairy-tale scholars and those wanting to learn more about the representation of pleasure behind the imaginative and fantastical.

In cinema studies today, rarely do we find a direct investigation into the culture of capitalism and how it has been refracted and fabricated in global cinema production under neoliberalism. However, the current economic crisis and the subsequent Wall Street bailout in 2008 have brought about a worldwide skepticism regarding the last four decades of economic restructuring and the culture that has accompanied it. In this edited volume, an international ensemble of scholars looks at neoliberalism, both as culture and political economy, in the various cinemas of the world. In essays encompassing the cinemas of Asia, Africa, Latin America, Europe, and the United States the authors outline how the culture and subjectivities engendered by neoliberalism have been variously performed, contested, and reinforced in these cinemas. The premise of this book is that the cultural and economic logic of neoliberalism, i.e., the radical financialization and market-driven calculations, of all facets of society are symptoms best understood by Marxist theory and its analysis of the central antagonisms and contradictions of capital. Taking a variety of approaches, ranging from political economy, ideological critique, the intersection of aesthetics and politics, social history and critical-cultural theory, this volume offers a fresh, broad-based Marxist analysis of contemporary film/media. Topics include: the global albeit antagonistic nature of neoliberal culture; the search for a new aesthetic and documentary language; the contestation between labor and capital in cultural production; the political economy of hollywood, and questions of gender, sexuality, and the nation state in relation to neoliberalism.

Presents innovative scholarship on Latina/o visibility in contemporary mainstream media Latina/os have seen increased visibility in the media in the past several years, especially in feature-length films, network television programs, and various digital platforms. *The Gender of Latinidad: Uses and Abuses of Hybridity* explores Latina/o visibility—analyzing presence, production, and interpretation throughout various media. An important contribution to the emerging field of Latina/o Media Studies, this unique volume brings together political economy and cultural studies to consider the limitations of cultural politics and explore current issues relevant to Latina/o cultural inclusion. Author Angharad N. Valdivia addresses the concept of hybridity and applies it to contemporary Latinidad, in which hybrid Latina/os lead hybrid lives and consume hybrid media. The text explores strategies for gendered visibility in a range of popular culture media, using the concept of hybridity to connect Latina/o Studies to Feminist Media Studies, Gender Studies, and Ethnic Studies. Throughout the text, the author discusses the inclusion Latina/o scholars and audiences seek and considers if such inclusion is even achievable. Offering intersectional exploration of Latinidad in mainstream media, this volume: Explores the trope of the spitfire in the context of popular media Brings Disney Studies into Latina/o Studies Discusses the dynamic inclusion of Latinidad in awards ceremonies Assesses the implicit utopias of Latina/o representation Presents the only major academic treatment of Charo Presenting an original perspective on Latina/os in media, *The Gender of Latinidad: Uses and Abuses of Hybridity* is an ideal text for students and scholars in areas including Gender Studies, Ethnic Studies, and general Media and Feminist Media Studies.

Textbook

This book provides a critical political economic examination of the impact of increasingly concentrated global media industries. It addresses different media and communication industries from around the globe, including film, television, music, journalism, telecommunication, and information industries. The authors use case studies to examine how changing methods of production and distribution are impacting a variety of issues including globalization, environmental devastation, and the shifting role of the State. This collection finds communication at a historical moment in which capitalist control of media and communication is the default status and, so, because of the increasing levels of concentration globally allows those in control to define the default ideological status. In turn, these concentrated media forces are deployed under the guise of entertainment but with a mind towards further concentration and control of the media apparatuses many times in convergence with others

Substantially revised and updated, this book highlights how Hollywood has transformed itself to attain ever global clout and reach and the material factors underlining Hollywood's apparent artistic success. Takes into consideration recent events affecting Hollywood such as 9/11, US foreign policy and developments in consumer technology.

Much of the real value in the entertainment industry today lies in franchises – fictional universes, entertainment concepts, reinventions of cultural traditions and celebrity – that create an ongoing presence in the marketplace. The entertainment franchise now shapes the global cultural landscape. However, scholars have devoted little attention to how intellectual property law has changed or is being stretched in practice to accommodate this type of creativity and form of enterprise. Covering law and practice in jurisdictions such as the UK, the EU, the USA, Australia, Spain and the Caribbean, this collection explores the 'fit' of intellectual property laws with specific franchises and tracks the way creators and entrepreneurs work around law's limitations. Case studies include mega-film franchises, fan activity, hip-hop, the management of celebrity reputation, flamenco, 'Disneyfied' theatre, film and television funding, arts festivals and 'carnival in a box'.

Being a special kind of landscape, the theme park has become one of major subjects in interdisciplinary studies and received increasing scholarly attention in the past few decades. Perspectives have varied from American approaches which treat the theme park as the production base of the American Dream to various interpretation of the tourist space in semiotic, structural and post-modernistic approaches. Other studies of the theme park have been conducted in a practical way with a focus in economic development and urban designing for the local and peripheral surroundings. The body of research is enormous and has proved to be very beneficial in understanding the theme park as a multiple space in the ever-changing context. Overseas Chinese Town theme park (OCT) is one of the most popular tourist sights in

China, a cultural space which epitomizes the country's cultural business and Shenzhen Special Economic Zone, an emerging metropolis. As the ultimate icon of Chinese and global cultural representation, the theme park has attracted visitors the world over. This book presents for the first time an analysis of narratives which surround the park. The research of OCT is to shed a cultural, political and ideological light on the "modern pleasure space" constructed and consumed in contemporary China. In view of the overwhelming quantity of theme park study in the USA and Europe, a shift of orientation in the study of theme parks in China becomes significant as the emerging theme parks in the country are described as "springing up like bamboo shoots after a rain". As an important study of an important contemporary phenomenon, it illustrates in considerable detail the distinctive nature of Chinese theme park development and will be of interest to a range of readers in fields such as cultural studies, tourism, sociology and human geography. "Non-Western theme parks have attracted very little attention from social scientists, even though they can be considered important sites for the examination of the influence and limits of globalization. With this important study of the OCT theme park, Zhang provides us with a detailed examination of the extent to which the Western model of the theme park is replicated in the Chinese context. In this way, he provides crucial insights that will be of great interest to students of globalization."

—Professor Alan Bryman, University of Leicester "The work provides a very readable, critical review of the recent development of theme parks in China, in particular the Overseas Chinese Town Theme Park at Shenzhen. The work is well-grounded in a critical understanding of the role of theme parks as cultural "texts"... As an important study of an important contemporary phenomenon, it illustrates in considerable detail the distinctive nature of OCT park and will be of interest to a range of readers in fields such as cultural studies, tourism, sociology and human geography." —Professor Stephen Williams, Staffordshire University

America is a corporatized society defined by a culture of consumerism, and the youth market is one of the groups that corporations target most. By marketing directly to children, through television, movies, radio, video games, toys, books, and fast food, advertisers have produced a 'kinderculture'. In this eye-opening book, editor Shirley R. Steinberg reveals the profound impact that our purchasing-obsessed culture has on our children and argues that the experience of childhood has been reshaped into something that is prefabricated. Analyzing the pervasive influence of these corporate productions, top experts in the fields of education, sociology, communications, and cultural studies contribute incisive essays that students, parents, educators, and general readers will find insightful and entertaining. Including seven new chapters, this third edition is thoroughly updated with examinations of the icons that shape the values and consciousness of today's children, including Twilight, True Blood, and vampires, hip hop, Hannah Montana, Disney, and others. Presents the results of a major research project assessing the impact of Disney products on popular culture.

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