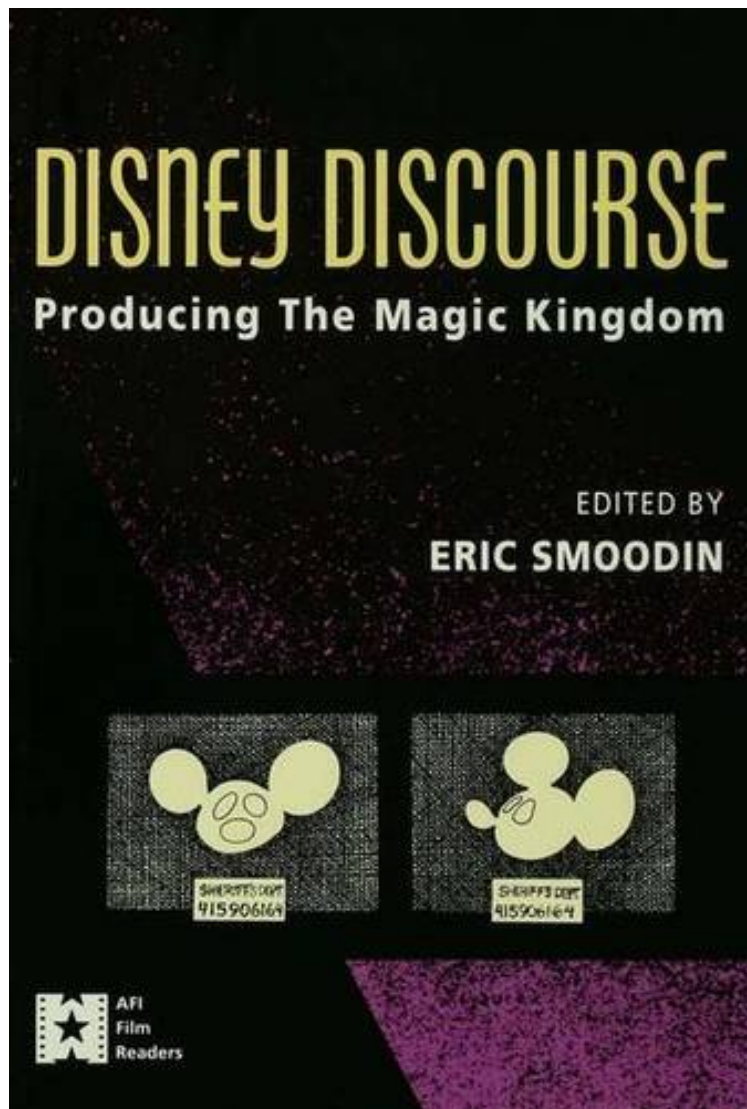


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Disney Discourse: Producing the Magic Kingdom (AFI Film Readers)

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From Routledge : **Disney Discourse: Producing the Magic Kingdom (AFI Film Readers)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Disney Discourse: Producing the Magic Kingdom (AFI Film Readers):

1 of 1 people found the following review helpful. Consider RentingBy Katie K.I rented this for a college course last year. The collection of essays as a whole didn't keep my attention, but a couple stood out in the reading. If you need it for a class, I would recommend a rental. The material isn't worth the purchase price of the actual book. Those that are

looking for a more detailed view of the Disney empire or of Walt Disney might be better looking elsewhere. The Magic Kingdom is great, cheaper, and a lot more informative.² of 2 people found the following review helpful.
DisneyBy Ronald W. DavisThis is a good publication. A student encouraged me to purchase information about this topic, when she inquired whether my library owned this book. It is very informative and amazing. I have learned a lot about the inside of Disney. This publication is a must read, if you desire to learn about Disney and films.⁰ of 0 people found the following review helpful. Five StarsBy Laura VargasGreat book!

Hirohito and his Mickey Mouse watch, Goofy and Donald as our "Goodwill Ambassadors:" Disney Discourse is an interdisciplinary examination of the founder and his empire. These essays use an interdisciplinary approach to read through Disney's domestic cultural production "innocent" national icons, as well as theme parks, cartoons and television to analyze the global impact of American popular culture, the politics of Disney, and the complex reception Disney productions have received around the world. The Disney corporation's ever-increasing visibility the opening of Euro Disney and new stores in malls and vast influence over global culture demands critical attention not only in film and television studies, but in international diplomacy, architecture, economics and other related fields. Disney Discourse consolidates the best of the current work on Disney and provides a representative sample of past analyses of the Disney empire. Contributors: Julianne Burton-Carvajal, Lisa Cartwright, Brian Goldfarb, Richard deCordova, Douglas Gomery, David Kunzle, Jon Lewis, Moya Luckett, Richard Neupert, Susan Ohmer, Jos Piedra, Mitsuhiro Yoshimoto, Alexander Wilson.

From the Back CoverThis book examines the pervasive cultural influence of Walt Disney and his imaginary empire. Drawing both on the humanities and social sciences, the contributors read through Disney's domestic cultural production - 'innocent' national icons, as well as theme parks, cartoons and television - to analyze the global impact of American popular culture, the politics of Disney, and the complex reception of Disney productions around the world. About the AuthorEric Smoodin is an Associate Professor of Literature at American University, Washington D. C. He is the author of *Animating Culture: Hollywood Cartoons From the Sound Era*.