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Italian in 32 Lessons Jun 07 2021 The rapid and practical way for tourists, students, and business people to master the basics of Italian and begin speaking. It encourages creativity, allowing the learner to discover his or her own style.

L'Italiano Si Impara in Due May 26 2020 In L'italiano si impara in due students work in pairs. The situations and contexts are typical of Italian society, combining topics of interest to contemporary Italian youth with traditional elements of Italian culture.

The Politics of Realism May 06 2021 Exploring the controversial history of an aesthetic – realism – this book examines the role that realism plays in the negotiation of social, political, and material realities from the mid-19th century to the present day. Examining a broad range of literary texts from French, English, Italian, German, and Russian writers, this book provides new insights into how realism engages with themes including capital, social decorum, the law and its politicisation, modern science as a determining factor concerning truth, and the politics of identity. Considering works from Gustave Flaubert, Charles Baudelaire, Émile Zola, Henry James, Charles Dickens, and George Orwell, Docherty proposes a new philosophical conception of the politics of realism in an age where politics feels increasingly erratic and fantastical.

Queer Cinema in Europe Dec 01 2020 A collection of insightful essays that explore, for the first time, the questions and conflicts of gender, sexuality and spectatorship in contemporary European cinema.

Contributors discuss the shifting deployments of lesbian, gay and queer representation to re-define and deconstruct notions of national identity and culture from within a unique and diverse European context. A number of films, directors and genres are explored for their relevance to new understandings of queer desire in the new millennium.

Italian Made Simple Aug 09 2021 Whether you are planning a romantic Italian getaway, packing a knapsack for your junior year abroad, or just want to engage your Italian business associate in everyday conversation, Italian Made Simple is the perfect book for any self-learner. Void of all the non-essentials and refreshingly easy to understand, Italian Made Simple includes: * basics of grammar * vocabulary building exercises * pronunciation aids * common expressions * word puzzles and language games * contemporary reading selections * Italian culture and history * economic information * Italian-English and English-Italian dictionaries Complete with drills, exercises, and answer keys for ample practice opportunities, Italian Made Simple will soon have you speaking Italian like a native.

The A to Z of Italian Cinema Mar 16 2022 The Italian cinema is regarded as one of the great pillars of world cinema. Films like *Ladri di biciclette* (1948), *La dolce vita* (1960), and *Nuovo cinema Paradiso* (1988) attracted unprecedented international acclaim and a reputation, which only continue to grow. Italian cinema has produced such acting legends as Sophia Loren and Roberto Benigni, as well as world-renowned filmmakers like Federico Fellini, Sergio Leone, Mario Bava, Dario Argento, and Lina Wertmüller, the first woman to ever be nominated for the Best Director award. The A to Z of Italian Cinema provides a better understanding of the role Italian cinema has played in film history through a chronology, an introductory essay, a bibliography, appendixes, black-&-white photos, and hundreds of cross-referenced dictionary entries on actors, actresses, movies, producers, organizations, awards, film credits, and terminology.

Italian Gothic Horror Films, 1980-1989 Dec 25 2022 The Italian Gothic horror genre underwent many changes in the 1980s, with masters such as Mario Bava and Riccardo Freda dying or retiring and young filmmakers such as Lamberto Bava (*Macabro*, *Demons*) and Michele Soavi (*The Church*) surfacing. Horror films proved commercially successful in the first half of the decade thanks to Dario Argento (both as director and producer) and Lucio Fulci, but the rise of made-for-TV products has resulted in the gradual disappearance of genre products from the big screen. This book examines all the Italian Gothic films of the

1980s. It includes previously unpublished trivia and production data taken from official archive papers, original scripts and interviews with filmmakers, actors and scriptwriters. The entries include a complete cast and crew list, plot summary, production history and analysis. Two appendices list direct-to-video releases and made-for-TV films.

The Journey of G. Mastorna Jan 22 2020 Federico Fellini's script for perhaps the most famous unmade film in Italian cinema, *The Journey of G. Mastorna* (1965/6), is published here for the first time in full English translation. It offers the reader a remarkable insight into Fellini's creative process and his fascination with human mortality and the great mystery of death. Written in collaboration with Dino Buzzati, Brunello Rondi, and Bernardino Zapponi, the project was ultimately abandoned for a number of reasons, including Fellini's near death, although it continued to inhabit his creative imagination and the landscape of his films for the rest of his career. Marcus Perryman has written two supporting essays which discuss the reasons why the film was never made, compare it to the two other films in the trilogy *La Dolce Vita* and *8½*, and analyze the script in the light of *It's a Wonderful Life* and Fredric Brown's sci-fi novel *What Mad Universe*. In doing so he opens up an entire world of connections to Fellini's other films, writers and collaborators. It should be essential reading for students and academics studying Fellini's work.

The Routledge Handbook of Contemporary Italy Jul 28 2020 The Routledge Handbook of Contemporary Italy provides a comprehensive account of Italy and Italian politics in the 21st Century. Featuring contributions from many leading scholars in the field, this Handbook is comprised of 28 chapters which are organized to deliver unparalleled analysis of Italian society, politics and culture. A wide range of topics are covered, including: Politics and economy, and their impact on Italian society Parties and new politics Regionalism and migrations Public memories Continuities and transformations in contemporary Italian society. This is an essential reference work for scholars and students of Italian and Western European society, politics, and history.

Encyclopedia of Italian Literary Studies: A-J Nov 19 2019 Publisher description

Schooling in Modernity Oct 19 2019 Between 1948 and the end of the 1950s, Italian and American government agencies and corporations commissioned hundreds of short films for domestic and foreign consumption on topics such as the fight against unemployment, the transformation of rural and urban spaces, and the re-establishment of democratic regimes in Italy and throughout Europe. In *Schooling in Modernity*, Paola Bonifazio investigates the ways in which these sponsored films promoted a particular vision of modernization and industry and functioned as tools to govern the Italian people. The author uses extensive archival research and various theoretical approaches to examine the politics of sponsored filmmaking in postwar Italy. Among the many topics explored are target audiences and audience response, sources of funding, censorship, debates on cinematic realism, and the connections and differences between American and Italian strategies and styles of documentary filmmaking. Insightful and richly detailed, *Schooling in Modernity* shows the importance of these under-appreciated films in the postwar modernization process, the transition from Fascism to democracy, and Italy's involvement in the Cold War.

Early Cinema and the "National" Apr 05 2021 Essays on "how motion pictures in the first two decades of the 20th century constructed 'communities of nationality' . . . recommended." —Choice While many studies have been written on national cinemas, *Early Cinema and the "National"* is the first anthology to focus on the concept of national film culture from a wide methodological spectrum of interests, including not only visual and narrative forms, but also international geopolitics, exhibition and marketing practices, and pressing linkages to national imageries. The essays in this richly illustrated landmark anthology are devoted to reconsidering the nation as a framing category for writing cinema history. Many of the 34 contributors show that concepts of a national identity played a role in establishing the parameters of cinema's early development, from technological change to discourses of stardom, from emerging genres to intertitling practices. Yet, as others attest, national meanings could often become knotty in other contexts, when concepts of nationhood were contested in relation to colonial/imperial histories and regional configurations. *Early Cinema and the "National"* takes stock of a formative moment in cinema history, tracing the beginnings of the process whereby nations learned to imagine themselves through moving images.

Italian Film in the Present Tense Dec 21 2019 For observers of the European film scene, Federico Fellini's death in 1993 came to stand for the demise of Italian cinema as a whole. Exploring an eclectic sampling of works from the new millennium, *Italian Film in the Present Tense* confronts this narrative of decline with strong evidence to the contrary. Millicent Marcus highlights Italian cinema's new sources of industrial

strength, its re-placement of the Rome-centred studio system with regional film commissions, its contemporary breakthroughs on the aesthetic front, and its vital engagement with the changing economic and socio-political circumstances in twenty-first-century Italian life. Examining works that stand out for their formal brilliance and their moral urgency, the book presents a series of fourteen case studies, featuring analyses of such renowned films as *Il Divo*, *Gomorra*, *The Great Beauty*, *We Have a Pope*, *The Mafia Only Kills in the Summer*, and *Fire at Sea*, along with lesser-known works deserving of serious critical scrutiny. In doing so, *Italian Film in the Present Tense* contests the widely held perception of a medium languishing in its "post-Fellini" moment, and instead acknowledges the ethical persistence and forward-looking currents of Italian cinema in the present tense.

The Law of the Looking Glass Dec 13 2021 Polish cinema has produced some of Europe's finest directors, such as Krzysztof Kieślowski, Roman Polanski, Andrzej Wajda, and Krzysztof Zanussi, but little is known about its origins at the turn of the twentieth century. In *The Law of the Looking Glass*, Sheila Skaff analyzes the early years of Polish cinema. She looks at local film production, practices of spectatorship, clashes over language choice in intertitles, and the controversies surrounding the first synchronized sound experiments before World War I. Skaff discusses the creation of a national film industry in the newly independent country of the interwar years; silent cinema; the transition from silent to sound film, including the passionate debates in the press over the transition; and the first Polish and Yiddish "talkies." *The Law of the Looking Glass* places particular importance on conflicts in majority-minority relations in the region and the types of collaboration that led to important films such as *Der dibuk*.

Italian Neorealism Feb 03 2021 This book seeks to redefine, recontextualize, and reassess Italian neorealism - an artistic movement characterized by stories set among the poor and working class - through innovative close readings and comparative analysis.

Operatic and the Everyday in Postwar Italian Film Melodrama Jul 08 2021 Italian cinemas after the war were filled by audiences who had come to watch domestically-produced films of passion and pathos. These highly emotional and consciously theatrical melodramas posed moral questions with stylish flair, redefining popular ways of feeling about romance, family, gender, class, Catholicism, Italy, and feeling itself. *The Operatic and the Everyday in Postwar Italian Film Melodrama* argues for the centrality of melodrama to Italian culture. It uncovers a wealth of films rarely discussed before including family melodramas, the crime stories of neorealismo popolare and opera films, and provides interpretive frameworks that position them in wider debates on aesthetics and society. The book also considers the well-established topics of realism and arthouse auteurism, and re-thinks film history by investigating the presence of melodrama in neorealism and post-war modernism. It places film within its broader cultural context to trace the connections of canonical melodramatists like Visconti and Matarazzo to traditions of opera, the musical theatre of the sceneggiata, visual arts, and magazines. In so doing it seeks to capture the artistry and emotional experiences found within a truly popular form.

Beyond Auteurism Sep 29 2020 *Beyond Auteurism* is a comprehensive study of nine film authors from France, Italy and Spain who since the 1980s have blurred the boundaries between art-house and mainstream, and national and transnational film production. Maule examines how the individuals have maintained a dialectical relationship with the authorial tradition of the national cinema to which each belongs. In considering this tradition, Maule seeks to illustrate that the film author is not only the most important symbol of European cinema's cultural tradition and commitment, but is also a crucial part of Europe's efforts to develop its cinema within domestic and international film industries. The book studies the work, practices and styles of European film-makers including Luc Besson, Claire Denis, Gabriele Salvatores and Alejandro Amenábar. *Beyond Auteurism* offers an important contribution to a historicized and contextualized view of film authorship from a theoretical framework that rejects Western-centred and essentialist views of cinematic practices and contexts.

Stars and Masculinities in Contemporary Italian Cinema Jul 20 2022 *Stars and Masculinities in Contemporary Italian Cinema* is the first book to explore contemporary male stars and cinematic constructions of masculinity in Italy. Uniting star analysis with a detailed consideration of the masculinities that are dominating current Italian cinema, the study addresses the supposed crisis of masculinity.

The Gaze and the Labyrinth Jun 26 2020 In this, the first comprehensive book on Liliana Cavani, Gaetana Marrone redraws the map of postwar Italian cinema to make room for this extraordinary filmmaker, whose representations of transgressive eroticism, spiritual questing, and psychological extremes test the limits of the

medium, pushing it into uncharted areas of discovery. Cavani's film *The Night Porter* (1974) created a sensation in the United States and Europe. But in many ways her critically renowned endeavors--which also include *Francesco di Assisi*, *Galileo*, *I cannibali*, *Beyond Good and Evil*, *The Berlin Affair*, and several operas and documentaries--remain enigmatic to audiences. Here Marrone presents Cavani's work as a cinema of ideas, showing how it takes pleasure in the telling of a story and ultimately revolts against all binding ideological and commercial codes. The author explores the rich visual language in which Cavani expresses thought, and the cultural icons that constitute her style and images. This approach affords powerful insights into the intricate interlacing of narrated events. We also come to understand the importance assigned to the gaze in the genesis of desire and the acquisition of knowledge. The films come to life in this book as the classical tragedies Cavani intended, where rebels and madmen experience conflict between historical and spiritual reality, the present and the past. Offering intertextual analyses within such fields as psychology, history, and cultural studies, along with production information gleaned from Cavani's personal archives, Marrone boldly advances our understanding of an intriguing, important body of cinematic work.

Ciao! May 18 2022 CIAO! continues to set the standard for interactive, flexible introductory Italian instruction with its state-of-the-art online technology package. Not only is this course entirely portable to accommodate the demands of a busy life, it features exciting new capabilities that allow students to share links, photos, and videos and to comment on those posted by their fellow classmates. The eighth edition is distinguished by several new resources and updates that promote the acquisition of Italian language and culture in accordance with the National Standards for Foreign Language Education. Communicative goals are established at the start of each chapter to provide students with clearly defined objectives as they work through the content, while skill-building strategies and interactive activities help them achieve those goals. The all-new Regioni d'Italia section establishes a thematic thread that is maintained throughout the chapter and provides plenty of opportunities to make cross-cultural comparisons even within the regions of Italy itself. CIAO!'S fully-updated authentic readings, cultural snapshots, videos, and activities engage students in deeper exploration of the vibrant life of modern-day Italy and the country's rich cultural heritage. Each chapter ends with a thorough Ripasso to ensure student success. Now more than ever, CIAO! provides an all-in-one grammar and vocabulary program that allows students to communicate in Italian with confidence and gives them a unique cultural perspective on an ever-changing Italy. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Nasser in the Egyptian Imaginary Sep 22 2022 The late President of Egypt, Gamal Abdel Nasser (1918-1970), has been represented in many major works of Egyptian literature and film, and continues to have a presence in everyday life and discourse in the country. Omar Khalifah's analysis of these representations focuses on how the historical character of Nasser has emerged in the Egyptian imaginary. He explores the recurrent images of Nasser in literature and film and shows how Nasser constitutes a perfect site for plural interpretations. He argues that Nasser has become a rhetorical device, a figure of speech, a trope that connotes specific images constantly invoked whenever he is mentioned. His study makes a case for literature and art to be seen as alternative archives that question, erase, distort and add to the official history of Nasser.

Introduzione al cinema di Hollywood Nov 24 2022

Love Letters Apr 24 2020 Reimagining the life of Italian poet Gabriela D'Annunzio, this play draws on D'Annunzio's beautifully crafted love letters to recreate a hidden family drama between mother and daughter. D'Annunzio, who achieved early fame in Italy for his rich and sensuous poems, has been reviled in the years since World War II for his allegiance with Mussolini and Fascism. As famous for his decadent lifestyle and radical political views as for his poetry, this work finds inspiration in D'Annunzio's rich inner life.

Cesare Zavattini's Neo-realism and the Afterlife of an Idea Sep 10 2021 How many Zavattinis are there? During a life spanning most of the twentieth century, the screenwriter who wrote *Sciusià*, *Bicycle Thieves*, *Miracle in Milan*, and *Umberto D.* was also a pioneering magazine publisher in 1930s Milan, a public intellectual, a theorist, a tireless campaigner for change within the film industry, a man of letters, a painter and a poet. This intellectual biography is built on the premise that in order to understand Zavattini's idea of cinema and his legacy of ethical and political cinema (including guerrilla cinema), we must also tease out the multi-faceted strands of his interventions and their interplay over time. The book is for general readers, students and film historians, and anyone with an interest in cinema and its fate.

Italian Crime Filmography, 1968-1980 Jun 19 2022 In 1970s Italy, after the decline of the Spaghetti Western, crime films became the most popular, profitable and controversial genre. In a country plagued with

violence, political tensions and armed struggle, these films managed to capture the anxiety and anger of the times in their tales of tough cops, ruthless criminals and urban paranoia. Recent years have seen renewed critical interest in the genre, thanks in part to such illustrious fans as Quentin Tarantino. This book examines all of the 220+ crime films produced in Italy between 1968 and 1980, the period when the genre first appeared and grew to its peak. Entries include a complete cast and crew list, home video releases, a plot summary and the author's own analysis. Excerpts from a variety of sources are included: academic texts, contemporary reviews, and interviews with filmmakers, scriptwriters and actors. There are many onset stills and film posters.

The Italian Cinema Book Nov 12 2021 THE ITALIAN CINEMA BOOK is an essential guide to the most important historical, aesthetic and cultural aspects of Italian cinema, from 1895 to the present day. With contributions from 39 leading international scholars, the book is structured around six chronologically organised sections: THE SILENT ERA (1895–22) THE BIRTH OF THE TALKIES AND THE FASCIST ERA (1922–45) POSTWAR CINEMATIC CULTURE (1945–59) THE GOLDEN AGE OF ITALIAN CINEMA (1960–80) AN AGE OF CRISIS, TRANSITION AND CONSOLIDATION (1981 TO THE PRESENT) NEW DIRECTIONS IN CRITICAL APPROACHES TO ITALIAN CINEMA Acutely aware of the contemporary 'rethinking' of Italian cinema history, Peter Bondanella has brought together a diverse range of essays which represent the cutting edge of Italian film theory and criticism. This provocative collection will provide the film student, scholar or enthusiast with a comprehensive understanding of the major developments in what might be called twentieth-century Italy's greatest and most original art form.

The Films of Federico Fellini Jan 26 2023 Examines the cinematic vision of the renowned Italian filmmaker.

Imagining Ancient Cities in Film Jan 02 2021 In film imagery, urban spaces show up not only as spatial settings of a story, but also as projected ideas and forms that aim to recreate and capture the spirit of cultures, societies and epochs. Some cinematic cities have even managed to transcend fiction to become part of modern collective memory. Can we imagine a futuristic city not inspired at least remotely by Fritz Lang's *Metropolis*? In the same way, ancient Babylon, Troy and Rome can hardly be shaped in popular imagination without conscious or subconscious references to the striking visions of Griffiths' *Intolerance*, Petersen's *Troy* and Scott's *Gladiator*, to mention only a few influential examples. *Imagining Ancient Cities in Film* explores for the first time in scholarship film representations of cities of the Ancient World from early cinema to the 21st century. The volume analyzes the different choices made by filmmakers, art designers and screen writers to recreate ancient urban spaces as more or less convincing settings of mythical and historical events. In looking behind and beyond intended archaeological accuracy, symbolic fantasy, primitivism, exoticism and Hollywood-esque monumentality, this volume pays particular attention to the depiction of cities as faces of ancient civilizations, but also as containers of moral ideas and cultural fashions deeply rooted in the contemporary zeitgeist and in continuously revisited traditions.

Encyclopedia of Italian Literary Studies Feb 21 2020 The Encyclopedia of Italian Literary Studies is a two-volume reference book containing some 600 entries on all aspects of Italian literary culture. It includes analytical essays on authors and works, from the most important figures of Italian literature to little known authors and works that are influential to the field. The Encyclopedia is distinguished by substantial articles on critics, themes, genres, schools, historical surveys, and other topics related to the overall subject of Italian literary studies. The Encyclopedia also includes writers and subjects of contemporary interest, such as those relating to journalism, film, media, children's literature, food and vernacular literatures. Entries consist of an essay on the topic and a bibliographic portion listing works for further reading, and, in the case of entries on individuals, a brief biographical paragraph and list of works by the person. It will be useful to people without specialized knowledge of Italian literature as well as to scholars.

Historical Dictionary of Italian Cinema Apr 17 2022 The Historical Dictionary of Italian Cinema provides a better understanding of the role Italian cinema has played in film history through a chronology, an introductory essay, a bibliography, appendixes, black-&-white photos, and hundreds of cross-referenced dictionary entries on actors, actresses, movies, producers, organizations, awards, film credits, and terminology.

Hanan al-Cinema Feb 27 2023 An examination of experimental cinema and media art from the Arabic-speaking world that explores filmmakers' creative and philosophical inventiveness in trying times. In this book, Laura Marks examines one of the world's most impressive, and affecting, bodies of independent and

experimental cinema from the last twenty-five years: film and video works from the Arabic-speaking world. Some of these works' creative strategies are shared by filmmakers around the world; others arise from the particular economic, social, political, and historical circumstances of Arab countries, whose urgency, Marks argues, seems to demand experiment and invention. Grounded in a study of infrastructures for independent and experimental media art in the Arab world and a broad knowledge of hundreds of films and videos, Hanan al-Cinema approaches these works thematically. Topics include the nomadism of the highway, nostalgia for '70s radicalism, a romance with the archive, algorithmic and glitch media, haptic and networked space, and cinema of the body. Marks develops an aesthetic of enfolding and unfolding to elucidate the different ways that cinema can make events perceptible, seek connections among them, and unfold in the bodies and thoughts of audiences. The phrase Hanan al-cinema expresses the way movies sympathize with the world and the way audiences feel affection for, and are affected by, them. Marks's clear and expressive writing conveys these affections in works by such internationally recognized artists and filmmakers as Akram Zaatari, Elia Suleiman, Hassan Khan, Mounir Fatmi, and Joana Hadjithomas and Khalil Joreige, and others who should be better known.

Italian Gothic Horror Films, 1970-1979 Feb 15 2022 Italian Gothic horror films of the 1970s were influenced by the violent giallo movies and adults-only comics of the era, resulting in a graphic approach to the genre. Stories often featured over-the-top violence and nudity and pushed the limits of what could be shown on the screen. The decade marked the return of specialist directors like Mario Bava, Riccardo Freda and Antonio Margheriti, and the emergence of new talents such as Pupi Avati (*The House with the Laughing Windows*) and Francesco Barilli (*The Perfume of the Lady in Black*). The author examines the Italian Gothic horror of the period, providing previously unpublished details and production data taken from official papers, original scripts and interviews with filmmakers, scriptwriters and actors. Entries include complete cast and crew lists, plot summaries, production history and analysis. An appendix covers Italian made-for-TV films and mini-series.

Oct 31 2020

EBOOK: Prego! An Invitation to Italian Aug 29 2020 Prego! is easy to use! For this exciting new edition, we listened to our many adopters and made significant revisions to adapt Prego! to the changing needs of your students. Every aspect of this program is based on the strong foundation of vocabulary and grammar presentations unique to Prego along with communicative activities and expanded cultural material to help students develop language proficiency. As a result, the program is even stronger, offering a truly integrated approach to presenting culture that inspires students to develop their communication skills. All print and media supplements for the program are completely integrated in CENTRO, our comprehensive digital platform that brings together all the online and media resources of the Prego! program. These include the Quia online versions of the workbook and laboratory manual, the video program, the music playlist, and new interactive games. Instructors will also find an easy-to-use grade book, an instructor dashboard, and a class roster system that facilitates course management and helps reduce administrative workload.

The History of Italian Cinema Oct 23 2022 Discusses renowned masters including Roberto Rossellini and Federico Fellini, as well as directors lesser known outside Italy like Dino Risi and Ettore Scola. The author examines overlooked Italian genre films such as horror movies, comedies, and Westerns, and he also devotes attention to neglected periods like the Fascist era. He illuminates the epic scope of Italian filmmaking, showing it to be a powerful cultural force in Italy and leaving no doubt about its enduring influence abroad. Encompassing the social, political, and technical aspects of the craft, the author recreates the world of Italian cinema.

Invito al cinema di Orson Welles Aug 21 2022

Moralizing Cinema Mar 04 2021 This volume is part of the recent interest in the study of religion and popular media culture (cinema in particular), but it strongly differs from most of this work in this maturing discipline. Contrary to most other edited volumes and monographs on film and religion, *Moralizing Cinema* will not focus upon films (cf. the representation of biblical figures, religious themes in films, the fidelity question in movies), but rather look beyond the film text, content or aesthetics, by concentrating on the cinema-related actions, strategies and policies developed by the Catholic Church and Catholic organizations in order to influence cinema. Whereas the key role of Catholics in cinema has been well studied in the USA (cf. literature on the Legion of Decency and on the Catholic influenced Production Code Administration), the issue remains unexplored for other parts of the world. The book includes case studies on Argentina, Belgium,

France, Ireland, Italy, Luxemburg, the Netherlands, and the USA.

Branded Entertainment and Cinema Jan 14 2022 The history of Italian cinema is mostly regarded as a history of Italian auteurs. This book takes a different standpoint, looking at Italian cinema from the perspective of an unusual, but influential actor: advertisers. From the iconic Vespa scooter and the many other Made in Italy products placed in domestic and international features, to Carosello's early format of branded entertainment, up through the more recent brand integration cases in award-winning titles like *The Great Beauty*, the Italian film and advertising industries have frequently and significantly intersected, in ways that remain largely unexplored by academic research. This book contributes to fill this gap, by focusing on the economic and cultural influence that advertising and advertisers' interests have been exerting on Italian film production between the post-war period and the 2010s. Increasingly market-oriented film policies, ongoing pressure from Hollywood competition, and the abnormal economic as well as political power held by Italian ad-funded broadcasters are among the key points addressed by the book. In addition to a macro-level political economic analysis, the book draws on exclusive interviews with film producers and promotional intermediaries to provide a meso level analysis of the practices and professional cultures of those working at the intersection of Italian film and advertising industries. Providing an in-depth yet clear and accessible overview of the political and economic dynamics driving the Italian media landscape towards unprecedented forms of marketisation, this is a valuable resource for academics and students in the fields of film and media studies, marketing, advertising, and Italian studies.

Oggi In Italia, Volume II Oct 11 2021 OGGI IN ITALIA is an introductory Italian program featuring a balanced four-skills approach to language learning. OGGI includes various perspectives of Italian culture, ranging from its rich, historical legacy to current changes affecting the country and culture. This allows students to practice the basics of the language and develop oral communication skills in a variety of contexts, while learning about contemporary Italian life and culture. OGGI IN ITALIA also offers the material in a 3-Volume Split format that allows maximum choice and value to the student buyer and to provide the most flexibility for either the 1,2, or 3-semester course sequence. All 3-Volume Splits include the complete front and back matter. In Volume 2, Textbook Modules 7-12 are featured. Volume 1 features Textbook Modules P-6, and Volume 3 features Textbook Modules 13-18. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Film and Comic Books Mar 24 2020 In *Film and Comic Books* contributors analyze the problems of adapting one medium to another; the translation of comics aesthetics into film; audience expectations, reception, and reaction to comic book-based films; and the adaptation of films into comics. A wide range of comic/film adaptations are explored, including superheroes (Spider-Man), comic strips (Dick Tracy), realist and autobiographical comics (American Splendor, Ghost World), and photo-montage comics (Mexico's El Santo). Essayists discuss films beginning with the 1978 Superman. That success led filmmakers to adapt a multitude of comic books for the screen including Marvel's Uncanny X-Men, the Amazing Spider-Man, Blade, and the Incredible Hulk as well as alternative graphic novels such as *From Hell*, *V for Vendetta*, and *Road to Perdition*. Essayists also discuss recent works from Mexico, France, Germany, and Malaysia. Essays from Timothy P. Barnard, Michael Cohen, Rayna Denison, Martin Flanagan, Sophie Geoffroy-Menoux, Mel Gibson, Kerry Gough, Jonathan Gray, Craig Hight, Derek Johnson, Pascal Lef?vre, Paul M. Malone, Neil Rae, Aldo J. Regalado, Jan van der Putten, and David Wilt Ian Gordon is associate professor of history and convenor of American studies at the National University of Singapore. Mark Jancovich is professor of film and television studies at the University of East Anglia. Matthew P. McAllister is associate professor of film, video, and media studies at Pennsylvania State University.

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