



Horror Film: Creating and Marketing Fear

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In large part due to its emphasis on gore, screaming teenage girls, and otherworldly elements, horror films have received little critical attention from mainstream movie magazines and film-studies journals.

In *Horror Film: Creating and Marketing Fear*, essayists focus primarily on how film technology, marketing, and distribution effectively create the aesthetics and reception of horror films.

Previously unpublished, these essays cover several styles of horror film—including the silent German Expressionist masterpiece *Nosferatu*, the jittery mock-documentary *The Blair Witch Project*, and the gracefully shot *The Exorcist*. Essayists question how lighting, editing techniques, sound, and camera and film equipment affect how viewers perceive a horror movie. Some essays focus on groundbreaking films, such as Michael Powell's *Peeping Tom* and Robert Aldrich's *What Ever Happened to Baby Jane?* Most concentrate on a specific technique and how it is used in a variety of horror movies. Contributors explore how the evolution of editing in horror films and more realistic special effects have changed how these movies are made. Marketing and distribution are also explored to ascertain how the genre has become part of the American mainstream.

Using a variety of critical approaches and concentrating on aspects of horror film that have been overlooked, *Horror Film: Creating and Marketing Fear* is a valuable, original addition to the growing body of work on the genre.

Steffen Hantke, a professor of English at Sogang University in Seoul, South Korea, is the author of *Conspiracy and Paranoia in Contemporary American Literature: The Works of Don DeLillo and Joseph McElroy*.

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Editorial Review

From the Publisher

Essays on the rise of the horror film and on how moviemakers package and promote fright, written by:

Stacey Abbott, Michael Arnzen, Blair Davis, David S. Diffrient, Richard J. Hand, James Kendrick, Claire Sisko King, K. A. Laity, Jay McRoy, Lorena Russell, Phil Simpson, Catherine Zimmer

From the Inside Flap

Essays on the rise of the horror film and on how moviemakers package and promote fright

About the Author

Steffen Hantke, a professor of English at Sogang University in Seoul, South Korea, is the author of "Conspiracy and Paranoia in Contemporary American Literature: The Works of Don DeLillo and Joseph McElroy".

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