



Special Affects: Cinema, Animation and the Translation of Consumer Culture

By Eric Jenkins

Download now

Read Online ➔

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins

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 '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.

📄 [Download Special Affects: Cinema, Animation and the Transla ...pdf](#)

📖 [Read Online Special Affects: Cinema, Animation and the Trans ...pdf](#)

Special Affects: Cinema, Animation and the Translation of Consumer Culture

By Eric Jenkins

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins

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 '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.

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins Bibliography

- Rank: #3397342 in Books
- Published on: 2014-08-31
- Original language: English
- Number of items: 1
- Dimensions: 6.30" h x .90" w x 9.30" l, .0 pounds
- Binding: Hardcover
- 224 pages

 [Download Special Affects: Cinema, Animation and the Transla ...pdf](#)

 [Read Online Special Affects: Cinema, Animation and the Trans ...pdf](#)

Download and Read Free Online Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins

Editorial Review

Review

"Jenkins hones in on the wonder of Disney animation, showing how the Disney world begins in and prolongs tiny innervations - a tickle, a tingle, a spark, a feeling of life - into a multimedia consumer empire. Special Affects provides a truly compelling and persuasive history of the micro-dreams at the heart of a global enterprise." -- Thomas Lamarre, McGill University

About the Author

Eric S. Jenkins (Ph.D. University of Georgia) grew up in the suburbs in Dallas, Texas, developing a distaste for consumerism and a simultaneously love for all things media like videogames and movies. Subsequently, he studies the interconnection between media and consumerism, with an emphasis on the modes of mediated consumption and their affective capacities. Disney animation was both a first love (of media) and a first hate (of consumerism).

Users Review

From reader reviews:

Donald Farrell:

Inside other case, little persons like to read book Special Affects: Cinema, Animation and the Translation of Consumer Culture. You can choose the best book if you like reading a book. As long as we know about how is important some sort of book Special Affects: Cinema, Animation and the Translation of Consumer Culture. You can add know-how and of course you can around the world by the book. Absolutely right, simply because from book you can realize everything! From your country until finally foreign or abroad you can be known. About simple matter until wonderful thing you can know that. In this era, we can open a book or searching by internet product. It is called e-book. You need to use it when you feel bored to go to the library. Let's learn.

Eric Sanders:

The book Special Affects: Cinema, Animation and the Translation of Consumer Culture can give more knowledge and also the precise product information about everything you want. Exactly why must we leave the good thing like a book Special Affects: Cinema, Animation and the Translation of Consumer Culture? A few of you have a different opinion about e-book. But one aim in which book can give many facts for us. It is absolutely appropriate. Right now, try to closer together with your book. Knowledge or data that you take for that, it is possible to give for each other; you could share all of these. Book Special Affects: Cinema, Animation and the Translation of Consumer Culture has simple shape but you know: it has great and big function for you. You can look the enormous world by open up and read a publication. So it is very

wonderful.

Frances Coffey:

The feeling that you get from *Special Affects: Cinema, Animation and the Translation of Consumer Culture* will be the more deep you digging the information that hide inside words the more you get serious about reading it. It does not mean that this book is hard to understand but *Special Affects: Cinema, Animation and the Translation of Consumer Culture* giving you joy feeling of reading. The article author conveys their point in certain way that can be understood by anyone who read it because the author of this publication is well-known enough. This specific book also makes your own vocabulary increase well. Therefore it is easy to understand then can go with you, both in printed or e-book style are available. We recommend you for having this particular *Special Affects: Cinema, Animation and the Translation of Consumer Culture* instantly.

Jane Pelley:

Don't be worry when you are afraid that this book can filled the space in your house, you can have it in e-book technique, more simple and reachable. That *Special Affects: Cinema, Animation and the Translation of Consumer Culture* can give you a lot of close friends because by you looking at this one book you have thing that they don't and make an individual more like an interesting person. This kind of book can be one of one step for you to get success. This book offer you information that probably your friend doesn't learn, by knowing more than some other make you to be great men and women. So , why hesitate? Let us have *Special Affects: Cinema, Animation and the Translation of Consumer Culture*.

Download and Read Online *Special Affects: Cinema, Animation and the Translation of Consumer Culture* By Eric Jenkins
#428HSJWGDTI

Read Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins for online ebook

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins books to read online.

Online Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins ebook PDF download

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins Doc

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins Mobipocket

Special Affects: Cinema, Animation and the Translation of Consumer Culture By Eric Jenkins EPub