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Cinemulacrum: A Secret History of Film / Video, 1960-2010

By Aaron Sultanik

University Press of America. Paperback. Book Condition: new. BRAND NEW, Cinemulacrum: A Secret History of Film / Video, 1960-2010, Aaron Sultanik, Cinemulacrum, a conflation of "cinema," the art of the Hollywood film, and simulacrum, a reality counterfeit, was coined to designate contemporary media culture. This period is distinguished by the advent of digital film/video, an ideology of fantasy as the central narrative of movies and television, and a ruling audience demographic of the young adult. A pre-cinemulacrum era (1960-1980) and Age of Cinemulacrum (1980 to the present day) are demarcated to examine the fall-and rise-of classical Hollywood and the hegemony of television in a media dyad of movies and television. Cinemulacrum argues that the convergence of technology, ideology, and audience represent the primary factors surrounding the social immediacy of movies and television, and that video, fantasy, and the young adult have replaced film, realism, and the family as the outstanding attributes of contemporary media culture. A contemporary vision of media culture emerges in the 1980s. George Lucas and Steven Spielberg lead a populist new wave, combining technological modernity with a retro sensibility grounded both in B-movie melodramas and the genteel, domesticated television sit-coms of the 1950s. Television, however, gains an...



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A very awesome book with perfect and lucid reasons. It really is basic but shocks within the 50 percent of the book. Its been designed in an exceptionally easy way and is particularly merely right after i finished reading this ebook where in fact changed me, change the way i think.

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