

## Digital Advertising

Andrew McStay

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Introduction  
The History and Business Environment  
of Digital Advertising  
Forms and Content: Beyond the Pop-up  
The Business Practice and Cultural  
Contours of Dataveillance  
Conceiving User Approaches to Digital  
Advertising  
Policy and Regulation  
Creativity, Science and the New  
Consumer  
Conclusions, Ethics and Future  
Directions

Andrew McStay is Senior Lecturer for London College of Communication, University of the Arts London, UK. His other publications examine advertising, consumerism, creativity, dataveillance digital media, interactivity and viral culture.

### About the book

Digital media offer exciting potential for advertising and marketing. This text looks at the cultural, commercial and creative practices of advertising in these environments. Combining industry and critical perspectives, it analyses key theory, concepts and trends in the field. This is ideal reading for students of Media Studies and Advertising.

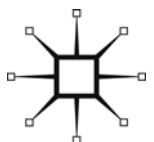
### Selling Points

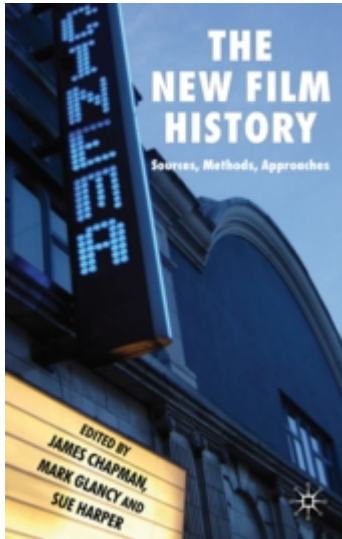
Drawing on interviews with professionals in the field alongside critical theory, this book explores the world of digital advertising today and looks at its possibilities for tomorrow

- Brings together critical theory and practical creative guidance
- Draws on real interviews with senior figures in the international advertising industry
- Gives inspiring and exciting examples to explain theory
- Appeals across media, communications, business and marketing disciplines

### Who will buy this book?

Undergraduate and postgraduate students of Media Studies programmes taking modules on 'Advertising' and 'New Media'; Undergraduate and Postgraduate students of joint honours Advertising and Media programmes; Undergraduate and postgraduate students of New Media programmes taking related modules; Undergraduate and postgraduate students of Advertising programmes





Hardback  
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Paperback  
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272 pp 216x138mm

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## The New Film History Sources, Methods, Approaches

James Chapman, Mark Glancy and Sue Harper

**JAMES CHAPMAN** is Professor of Film Studies at the University of Leicester, UK, and author of numerous successful books on cinema.

**MARK GLANCY** is Senior Lecturer in History at Queen Mary, University of London, UK, where he teaches courses in American and British film history. He is currently completing a book entitled *Hollywood and the Americanization of Britain, From the 1920s to the Present*.

**SUE HARPER** is a Professor of Film History at the University of Portsmouth, UK. She is a successful author and the leader of an AHRC research project on 1970s British cinema.

'This collection tackles some of the big questions that have vexed film historians – what is the relationship between creativity and commerce, how do ideas "get into" film – in a lively and informative manner. An indispensable collection for students and researchers of film, media and cognate disciplines.' – Melanie Bell, Lecturer in Film, Newcastle University, UK

'...an invaluable tool in both teaching and research...the essays are scholarly and engagingly written, and genuinely extend the boundaries of the discipline. It will quickly become a central text for film history courses.' – Melanie Bell, *Journal of British Cinema and Television*

#### About the book

Now available in paperback, the first major overview of the field of film history in twenty years offers a wide-ranging account of the methods, sources and approaches used by modern film historians. Key areas of research are analyzed, alongside detailed case studies of well-known American, Australian, British and European films.

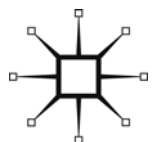
#### Selling Points

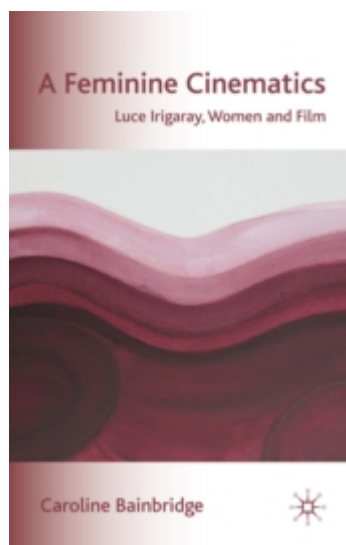
A detailed overview by leading scholars of the key methods, approaches and sources used by modern film historians.

- The first comprehensive themed account of film history to appear in the last twenty years
- Comprehensive in its scope
- Centred on case studies of well-known classic and new films from Britain, the US, Europe and Australia
- Tailored to courses in film history and edited by prominent academics who themselves run such courses

#### Who will buy this book?

Upper-level undergraduates, postgraduates and scholars of Film History; American Film; British Film; European Film; Cultural Studies; Media Studies.





Hardback  
Nov 2008 £50.00 978-0-230-55348-4  
240 pp 216x138mm

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## A Feminine Cinematics

### Luce Irigaray, Women and Film

Caroline Bainbridge

CAROLINE BAINBRIDGE is Reader in Visual Culture at Roehampton University, UK. She is the author of *The Cinema of Lars von Trier: Authenticity and Artifice* (2007) and co-editor of *Culture and the Unconscious* (2007). She has also published articles in journals such as *Screen*, *Paragraph* and *Psychoanalysis, Culture and Society*.

#### About the book

This timely book provides new insights into debates around the relationship between women and film by drawing on the work of philosopher Luce Irigaray. Arguing that female-directed cinema provides new ways to explore ideas of representation and spectatorship, it also examines the importance of contexts of production, direction and reception.

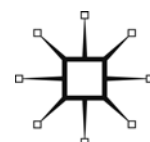
#### Selling Points

The first book-length study to apply Luce Irigaray's ideas to film

- First book-length treatment of Luce Irigaray and cinema
- Topical: The last decade has seen an increase in the number of films directed by women and aimed primarily at a female audience
- Suggests new perspectives on issues of femininity, representation and spectatorship

#### Who will buy this book?

Upper-level students and scholars of Film Studies; Gender Studies; Cultural and Critical Theory; Cultural Studies; Psychoanalysis.





BFI Film Classics

Paperback  
Aug 2009 £9.99 978-1-84457-277-9

96 pp 190x135mm

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##### 2. Detailed synopsis

- Introduction
- Before
- Dirt
- Order
- Border Crossing

## Star Wars

### Will Brooker

**WILL BROOKER** is Director of Studies of Film and Television at Kingston University. He is the author or editor of many books and articles on popular culture, including *Batman Unmasked: Analysing a Cultural Icon* (2000), *Using the Force: Creativity, Community and 'Star Wars' Fans* (2002) and *The Blade Runner Experience: The Legacy of a Science Fiction Classic* (2006).

#### About the book

Will Brooker provides a close analysis of 'Star Wars' as a film and argues that it represented a continuation rather than a departure from director George Lucas's early, experimental work. Brooker argues that Lucas is drawn both to the order and control of the Empire, and the energy and creativity of the Rebels.

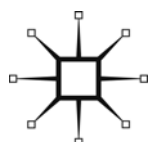
#### Selling Points

A study of George Lucas's science fiction blockbuster *Star Wars* (1977) in the BFI Film Classics series.

- First single authored study of *Star Wars*, the first film in the blockbusting franchise
- Richly illustrated with images from the film
- Places 'Star Wars' in the context of director George Lucas's early film-making career
- Will appeal to fans of the film as well as students of science fiction cinema

#### Who will buy this book?

General readers - fans of the 'Star Wars' films; Undergraduate and postgraduate courses in Science Fiction within Film and Media and Literature departments; Also relevant for courses on The New Hollywood, Post-War Hollywood Cinema etc.



## The Godfather

Jon Lewis

**JON LEWIS** is Professor in the Department of English at Oregon State University, USA. He is the author of a number of books, including *American Film: A History* (W.W. Norton, 2008), *Hollywood v. Hard-Core: How the Struggle Over Censorship Created the Modern Film Industry* (NYU Press, 2000) and *Whom God Wishes to Destroy ... Francis Coppola and the New Hollywood* (Duke University and Athlone Press, 1995).

### About the book

'The Godfather' marked a transition in American filmmaking, and its success, as a work of art, as a creative 'property', as a model for other filmmakers, changed Hollywood forever. Jon Lewis places the film in the context of 1970s Hollywood and the gangster film genre, examining its status as a critique of the American dream.

### Selling Points

A study in the BFI Film Classics series of Francis Ford Coppola's auteurist masterpiece, which reinvented the gangster movie and came to represent a high point of the 'New Hollywood'.

- First single-authored study of this key film, widely acknowledged as one of the best films of all time
- Author has carried out archival research into the film's development and production history
- Richly illustrated with stills from the BFI collection and screengrabs from the film

### Who will buy this book?

Fans of the Film; Followers of Coppola/Brando/Pacino; Students of American Studies and Film Studies: Courses on Hollywood Cinema, the 'New Hollywood', Gangster and Crime Movies



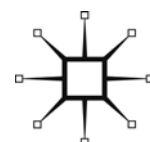
BFI Film Classics

Paperback  
Nov 2009 £9.99 978-1-84457-292-2

128 pp 190x135mm

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THE GODFATHER  
PART I: THE GODFATHER AND  
SEVENTIES HOLLYWOOD  
PART II: THE GANGSTER FILM





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... and Hollywood's Revivalists

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Oedipus's Family  
The Time Sense of Cinema

Credits

## Back to the Future

Andrew Shail and Robin Stoate

Andrew Shail is News International Research Fellow in Film at St Anne's College, Oxford University. He is the co-editor of 'Menstruation: A Cultural History', Palgrave, 2005 and of 'Neurology and Modernity', Palgrave, forthcoming 2009, and the editor of 'Reading the Cinematograph', forthcoming 2010. Robin Goate is a Doctoral Candidate in English Literature at Newcastle University. He has contributed articles to the Blackwell Encyclopaedia of Literary and Cultural Theory, forthcoming 2010.

#### About the book

This compelling study places 'Back to the Future' in the context of Reaganite America, discusses Robert Zemeckis's film-making technique and its relationship to the 'New New Hollywood', explores the film's attitudes to teen culture of the 1950s and 1980s and its representation of science, atomic power and time travel.

#### Selling Points

A study of Robert Zemeckis's 1985 science fiction classic 'Back to the Future', starring Michael J. Fox as the time-travelling teenager Marty McFly.

- 'Back to the Future' was the top-grossing film of 1985 and won the 1986 People's Choice Award for Favourite Motion Picture
- Voted 20th best film of all time in 2007 'Empire' magazine readers' poll
- First single study of the film places it in historical and cinematic context of 1980s America and the 'New New Hollywood'
- Director Robert Zemeckis maintains a high profile with movies such as 'Beowulf' and 'The Polar Express'

#### Who will buy this book?

General readers: fans of the film and collectors of the BFI Film Classics series. Students and teachers of Hollywood cinema, Science Fiction studies, Science Fiction cinema, Cinema of the 1980s, Popular American Cinema.

