

1. Record Nr.	UNINA9910491848303321
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Titolo	The cultural life of James Bond : specters of 007 // edited by Jaap Verheul [[electronic resource]]
Pubbl/distr/stampa	Amsterdam University Press, 2020 Amsterdam : , : Amsterdam University Press, , 2020
Descrizione fisica	1 online resource (333 pages) : digital, PDF file(s)
Disciplina	791.43651
Soggetti	James Bond films - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 20 Nov 2020).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : specters of 007 / Jaap Verheul -- The forgotten Bond : the CBS production of Casino Royale (1954) / James Chapman -- A socialist 007 : East European spy dramas in the early James Bond era / Mikoaj Kunicki -- From Indianization to globalization : tracking Bond in Bollywood / Ajay Gehlawat -- The dead are alive : the exotic non-place of the Bondian runaway production / Melis Behlil, Ignacio M. Sanchez Prado, and Jaap Verheul -- Bond rebooted : the transnational appeal of the Daniel Craig James Bond films / Huw D. Jones and Andrew Higson -- Paradoxical masculinity : James Bond, icon of failure / Toby Miller -- Femininity, seriality and collectivity : rethinking the Bond girl / Moya Lockett -- Market forces : James Bond, women of color, and the eastern bazaar / Lorrie Palmer -- Shaken, not stirred britishness : James Bond, race, and the transnational imaginary / Anna Everett -- Global agency between Bond and Bourne : Skyfall and James Bond in comparison to the Jason Bourne film series / Seung-hoon Jeong -- James Bond and art cinema / Christopher Holliday -- Branding 007 : title sequences in the James Bond films / Jan-Christopher Horak -- "Unlike men, the diamonds linger" : Bassegy and Bond beyond the theme song / Meenasarani Linde Murugan -- Skyfall and global casino culture / Joyce Goggin -- Three dimensions of Bond : adaptive fidelity and fictional coherence in the videogame adaptations of GoldenEye / Ian Bryce Jones and Chris Carloy.
Sommario/riassunto	The release of No Time To Die in 2020 heralds the arrival of the

twenty-fifth installment in the James Bond film series. Since the release of *Dr. No* in 1962, the cinematic James Bond has expedited the transformation of Ian Fleming's literary creation into an icon of western popular culture that has captivated audiences across the globe by transcending barriers of ideology, nation, empire, gender, race, ethnicity, and generation. *The Cultural Life of James Bond: Specters of 007* untangles the seemingly perpetual allure of the Bond phenomenon by looking at the non-canonical texts and contexts that encompass the cultural life of James Bond. Chronicling the evolution of the British secret agent over half a century of political, social, and cultural permutations, the fifteen chapters examine the Bond-brand beyond the film series and across media platforms while understanding these ancillary texts and contexts as sites of negotiation with the Eon franchise.
