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Autore	Higashi Sumiko
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Nota di contenuto	Frontmatter -- CONTENTS -- ILLUSTRATIONS -- ACKNOWLEDGMENTS -- Introduction -- 1. The Lasky Company and Highbrow Culture: Authorship versus Intertextuality -- 2. SellTheatricalization in Victorian Pictorial Dramaturgy: What's His Name -- 3. The Lower East Side as Spectacle: Class and Ethnicity in the Urban Landscape -- 4. The Screen as Display Window: Constructing the "New Woman" / 87 The "New Woman" as a Consumer -- 5. The Historical Epic and Progressive Era Civic Pageantry: Joan the. Woman -- 6. Set. and Costume Design as Spectacle in a Consume r Culture: The Early Jazz Age Films -- 7. DeMille's Exodus from Famous Players-Lasky: The Ten Commandments (1923) -- FILMOGRAPHY -- NOTES -- INDEX
Sommario/riassunto	Cecil B. DeMille and American Culture demonstrates that the director, best remembered for his overblown biblical epics, was one of the most remarkable film pioneers of the Progressive Era. In this innovative work, which integrates cultural history and cultural studies, Sumiko Higashi shows how DeMille artfully inserted cinema into genteel middle-class culture by replicating in his films such spectacles as elaborate parlor games, stage melodramas, department store displays, Orientalist world's fairs, and civic pageantry. The director not only established his signature as a film author by articulating middle-class ideology across class and ethnic lines, but by the 1920's had become a trendsetter, with set and costume designs that influenced the advertising industry

to create a consumer culture based on female desire. Drawing on a wealth of previously untapped material from the DeMille Archives and other collections, Higashi provides imaginative readings of DeMille's early feature films, viewing them in relation to the dynamics of social change, and she documents the extent to which the emergence of popular culture was linked to the genteel tradition.

2. Record Nr.	UNISANNIOUBO0265725
Autore	Lugano, Roberto
Titolo	Il contributo del 10% : tutti gli adempimenti per i lavoratori autonomi e le imprese / Roberto Lugano, Mauro Meazza
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Altri autori (Persone)	Meazza, Mauro
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