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Sommario/riassunto	Few films have had the influence & impact of 'The Blair Witch Project' (1999). Its arrival was a horror cinema palette cleanser after a decade of serial killers & postmodern intertextuality, a bare bones 'found footage' trendsetter. 'The Blair Witch Project' was the tenth biggest box office earner of 1999. Even with strong competition in the horror genre, the film managed to stand out from the rest. It was arguably a product of its time more than any other film of the 1990s, heralding the advent of digital filmmaking. Backed up by an internet marketing campaign, the film became a glowing example of what could be achieved with cheap emerging technology, imagination, & a 'less is more' approach. This book explores the aesthetics of 'The Blair Witch Project', how identification is encouraged in the film, & the way it successfully creates fear in contemporary audiences.