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Nota di contenuto	Introduction -- Astonishment and the fantastic in live-action cinema -- Say cheese! The cinematic lifestyle consumer -- Animation's marvel and the graphic narrative mode -- Of mice and mimesis: the wondrous spark of Disney -- Mutual affection-images and daydreaming consumers -- The Disney version of the American dream -- Walt and Wall-E in control society.
Sommario/riassunto	The emergence of these media enables new modes of perception that create 'special' sensations of wonder, astonishment, marvel and the fantastic. Such affections subsequently become mined by consumer industries for profit, thereby explaining the connection between media and consumerism that today seems inherent to the culture industry. Such modes and their affections are also translated into ideology, as

American culture seeks to make sense of the sociocultural changes accompanying these new media, particularly as specific versions of American Dream narratives. *Special Affects* is the first extended exploration of the connection between media and consumerism, and the first book to extensively apply Deleuzian film theory to animation. Its exploration of the connection between the animated form and consumerism, and its re-examination of twentieth-century animation from the perspective of affect, makes this an engaging and essential read for film-philosophy scholars and students.
