

1. Record Nr.	UNINA9910811441503321
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Titolo	The cool and the crazy : pop fifties cinema // Peter Stanfield
Pubbl/distr/stampa	New Brunswick, New Jersey ; ; London, [England] : , : Rutgers University Press, , 2015 ©2015
ISBN	0-8135-7301-7
Descrizione fisica	1 online resource (236 p.)
Disciplina	791.430973
Soggetti	Motion pictures - United States - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- Introduction -- 1. Monarchs for the Masses: Boxing Films -- 2. War Fever: Korea- Timely! Powerful! Exploitable! -- 3. Got- to- See: Teenpix and the Social Problem Picture -- 4. Teenpic Jukebox: Jazz, Calypso, Beatniks, and Rock 'n' Roll -- 5. Intent to Speed: Hot Rod Movies -- 6. Punks! JD Gangsters -- 7. Dude Ranch Duds: Cowboy Costume -- Conclusion -- Notes -- Index
Sommario/riassunto	Explosive! Amazing! Terrifying! You won't believe your eyes! Such movie taglines were common in the 1950's, as Hollywood churned out a variety of low-budget pictures that were sold on the basis of their sensational content and topicality. While a few of these movies have since become canonized by film fans and critics, a number of the era's biggest fads have now faded into obscurity. The Cool and the Crazy examines seven of these film cycles, including short-lived trends like boxing movies, war pictures, and social problem films detailing the sordid and violent life of teenagers, as well as uniquely 1950's takes on established genres like the gangster picture. Peter Stanfield reveals how Hollywood sought to capitalize upon current events, moral panics, and popular fads, making movies that were "ripped from the headlines" on everything from the Korean War to rock and roll. As he offers careful readings of several key films, he also considers the broader historical and commercial contexts in which these films were produced, marketed, and exhibited. In the process, Stanfield uncovers surprising

synergies between Hollywood and other arenas of popular culture, like the ways that the fashion trend for blue jeans influenced the 1950's Western. Delivering sharp critical insights in jazzy, accessible prose, *The Cool and the Crazy* offers an appreciation of cinema as a "pop" medium, unabashedly derivative, faddish, and ephemeral. By studying these long-burst bubbles of 1950's "pop," Stanfield reveals something new about what films do and the pleasures they provide.
