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Altri autori (Persone)	StabileCarol A HarrisonMark <1967->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : prime time animation-an overview / Carol A. Stabile and Mark Harrison -- "Smarter than the average art form" : animation in the television era / Paul Wells -- The great Saturday morning exile : scheduling cartoons on television's periphery in the 1960s / Jason Mittell -- Re-drawing the bottom line / Allen Larson -- The Flintstones to Futurama : networks and prime time animation / Wendy Hilton-Morrow and David T. McMahan -- Synergy nirvana : brand equity, television animation, and Cartoon Network / Kevin S. Sandler -- The digital turn : animation in the age of information technologies / Alice Crawford -- Back to the drawing board : the family in animated television comedy / Michael V. Tueth -- From Fred and Wilma to Ren and Stimpy : what makes a cartoon "prime time"? / Rebecca Farley -- "We hardly watch that rude, crude show" : class and taste in The Simpsons / Diane F. Alters -- "Misery chick" : irony, alienation and animation in MTV's Daria / Kathy M. Newman -- "What are those little girls made of? : The Powerpuff girls and consumer culture / Joy Van Fuqua -- "Oh my god, they digitized Kenny!" : travels in the South Park cybercommunity V4.0 / Brian L. Ott.
Sommario/riassunto	In September 1960 a television show emerged from the mists of

prehistoric time to take its place as the mother of all animated sitcoms.

The Flintstones spawned dozens of imitations, just as, two decades later, The Simpsons sparked a renaissance of primetime animation. This fascinating book explores the landscape of television animation, from Bedrock to Springfield, and beyond.

The contributors critically examine the key issues and questions, including: How do we explain the animation explosion of the 1960s? Why did it take nearly twenty years following the cancellation of
