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Sommario/riassunto	Few films have had the influence and impact of The Blair Witch Project (1999). Its arrival was a horror cinema palette cleanser after a decade of serial killers and postmodern intertextuality, a bare bones 'found footage' trend setter. In this Devil's Advocate, Peter Turner tells the story of the film from its conception and production then provides a unique analysis of the techniques used, their appeal to audiences and the themes that helped make the film such an international hit, including the pioneering internet marketing.