

- | | |
|-------------------------|--|
| 1. Record Nr. | UNIPARTHENOPE000028416 |
| Autore | Pirzio Ammassari, Gloria |
| Titolo | Lobbying e rappresentanza della società civile nell'unione europea / Gloria Pirzio Ammassari |
| Pubbl/distr/stampa | Roma : Euroma, c2010 |
| Titolo uniforme | Lobbying e rappresentanza della società civile nell'unione europea |
| ISBN | 88-8066-270-8 |
| Descrizione fisica | 316 p. ; 23 cm |
| Disciplina | 324.4094 |
| Collocazione | 324-L/2 |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
-
- | | |
|--------------------|---|
| 2. Record Nr. | UNINA9910544708603321 |
| Autore | Gray Jonathan (Jonathan Alan) |
| Titolo | Show sold separately : promos, spoilers, and other media paratexts / / Jonathan Gray |
| Pubbl/distr/stampa | New York, : New York University Press, 2010
New York, NY : , : New York University Press, , [2010]
©2010 |
| ISBN | 9780814732342
0814732348
9780814733158
0814733158
9781441636621
1441636625 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (260 p.) |
| Disciplina | 659.1/9302234 |
| Soggetti | Advertising - Television programs - Social aspects
Advertising - Motion pictures - Social aspects
Television programs - Marketing - Social aspects
Motion pictures - Marketing - Social aspects
Paratext
Intertextuality |

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction -- 1. From Spoilers to Spinoffs -- Index -- About the Author
Sommario/riassunto	It is virtually impossible to watch a movie or TV show without preconceived notions because of the hype that precedes them, while a host of media extensions guarantees them a life long past their air dates. An onslaught of information from print media, trailers, internet discussion, merchandising, podcasts, and guerilla marketing, we generally know something about upcoming movies and TV shows well before they are even released or aired. The extras, or "paratexts," that surround viewing experiences are far from peripheral, shaping our understanding of them and informing our decisions about what to watch or not watch and even how to watch before we even sit down for a show. Show Sold Separately gives critical attention to this ubiquitous but often overlooked phenomenon, examining paratexts like DVD bonus materials for The Lord of the Rings, spoilers for Lost, the opening credits of The Simpsons, Star Wars actions figures, press reviews for Friday Night Lights, the framing of Batman Begins, the videogame of The Thing, and the trailers for The Sweet Hereafter. Plucking these extra materials from the wings and giving them the spotlight they deserve, Jonathan Gray examines the world of film and television that exists before and after the show.