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Nota di contenuto	Front matter -- Contents -- Preface -- 1. Foreplay and Other Preliminaries -- 2. Saturday Morning Television: Endless Consumption and Transmedia Intertextuality in Muppets, Raisins, and the Lasagna Zone -- 3. The Nintendo Entertainment System: Game Boys, Super Brothers, and Wizards -- 4. Teenage Mutant Ninja Turtles: The Supersystem and the Video Game Movie Genre -- 5. Postplay in Global Networks: An Afterword -- Appendixes -- Notes -- Works Cited -- Index
Sommario/riassunto	How do children today learn to understand stories? Why do they respond so enthusiastically to home video games and to a myth like Teenage Mutant Ninja Turtles? And how are such fads related to multinational media mergers and the "new world order"? In assessing these questions, Marsha Kinder provides a brilliant new perspective on modern media.