

Film As Film Understanding And Judging Movies

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Understanding Audiences and the Film Industry
AS Film Studies
The Hero and the Grave
How to Read a Film
Research in Education
School Life
Film as Literature, Literature as Film
Responsible Marketing for Well-being and Society
Understanding Film Theory
Robert Altman's McCabe & Mrs. Miller
Understanding Media in the Digital Age
The New Wave
The Little folks' holiday album
Film/psychology Review
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The Development of a Modernist Narrative in Selected Films of Joseph Losey
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covers personality theories of sigmund freud psychoanalytic theory c g jung analytic theory henry a murray personology kurt lewin field theory gordon allport william h sheldon constitutional theory raymond b cattell factor theory b f skinner operant reinforcement theory

carl rogers self theory also social psychological theories organismic theory stimulus response theory existential psychology

brings together an introduction to academic study of audiences as readers of films and an investigation into how the film industry perceives audiences as part of its industrial practices the approach draws on ideas from film media and cultural studies to present an insight to what makes the biggest box office films attractive to audiences

as film studies the essential introduction gives students the confidence to tackle every part of the wjec as level film studies course the authors who have wide ranging experience as teachers examiners and authors introduce students step by step to the skills involved in the study of film the second edition follows the new wjec syllabus for 2008 teaching onwards and has a companion website with additional resources for students and teachers specifically designed to be user friendly the second edition of as film studies the essential introduction has a new text design to make the book easy to follow includes more than 100 colour photographs and is jam packed with features such as case studies relevant to the 2008 specification activities on films including little miss sunshine pirates of the caribbean the descent key terms example exam questions suggestions for further reading and website resources

the theme of death is an essential component of film narrative particularly in how it affects the hero filmmakers from different cultures and backgrounds have developed distinct yet archetypal perspectives on death and the protagonist's response focusing on western and japanese period genre films the author examines the work of john ford 1894 1973 akira kurosawa 1910 1998 and sergio leone 1929 1989 and finds similarities regarding death's impact on the hero's sense of morality

now thoroughly revised and updated the book discusses recent breakthroughs in media technology including such exciting advances as video discs and cassettes two way television satellites cable and much more

this work discusses the relationship between film and literature explaining and evaluating the issues most frequently raised on the subject it also lists nearly 2 500 articles and books published from 1908 to 1985 on the comparison of film to drama fiction and poetry these comparisons arose shortly after the first appearance of moving pictures as writers attempted to establish the differences between movies and drama the study has since grown into a significant scholarly concern

this book provides an overview of recent and current research which defines and scopes the field of responsible marketing in one single edited book it brings together diverse perspectives from contributors at birmingham university leading the academic development of knowledge of the subject to contribute to the learning curriculum and reach out to those interested in improving marketing practices and standards responsible marketing for well being and society draws together a rich and diverse body of scholarly research from a variety of perspectives from individual to global macro and micro producer and consumer environmental stakeholder supply chain and other intermediary viewpoints the embryonic research in this field involves different philosophical and methodological positions theoretical approaches and research communities including aspects of corporate social responsibility marketing ethics critical marketing consumer culture theory and macromarketing the book takes a predominantly organisational or enterprise level perspective in order to understand and explain how individuals and organisations can manage their marketing activities and relationships responsibly the actions of other stakeholders are also a crucial component in achieving responsible outcomes therefore a broader perspective on the impacts of marketing decisions and actions on other stakeholders such as consumers employees the environment and society is also taken as a basis for analysis and discussion the book provides an authoritative overview for the academic market including university libraries research teams phd students and independent researchers the topics and contents of responsible marketing are relevant to several disciplinary fields of study including marketing advertising retailing and other business subjects consumer studies sustainability ethics public policy media studies psychology economics and other social sciences

this essential core textbook provides an approachable and extensive introduction to film theory written by two highly experienced senior lecturers bringing a fresh contemporary and accessible approach to what is often perceived to be a challenging and old fashioned area of film studies that requires time and effort to grasp the text illustrates why theory is important and demonstrates how it can be applied in a meaningful way the book's sixteen chapters are clear and comprehensive and provide an insight into the main areas of debate using clear definitions and explaining complex ideas succinctly the ideal entry point for any student studying film the book is designed for use on courses on film theory on undergraduate and postgraduate degree programmes within film cinema media and cultural studies new to this edition an expanded introduction plus a new chapter looking at adaptation contemporary case studies exploring popular and topical films such as the hunger games 2012 blue is the warmest colour 2013 and the lego movie 2014 an expanded introduction plus a new chapter looking at adaptation additional genre based case study on the british gangster film additional actor based case study on ryan gosling a greater focus throughout on the relevance of film theory to students undertaking practical film degrees and units

reclaims reframes and reexamines one of acclaimed maverick filmmaker robert altman's most accomplished and admired movies mccabe mrs miller as a commentary on western history the western film the times from which it emerged and as a tribute to a neglected masterpiece of american cinema

written by two of the field's most eminent experts this exciting new introduction to mass media makes connections between communication research and the reality of the media industry understanding media in the digital age shows readers how to navigate the world of traditional and new media while fostering an understanding of mass communication theory history active research findings and professional experience

analyse van de nouvelle vague een stroming in de franse film uit de jaren 1960 1970 gezien vanuit amerikaans standpunt

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