



Special Affects: Cinema, Animation and the Translation of Consumer Culture

By Eric Jenkins

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Special Affects retells the emergence of Disney animation and classical Hollywood cinema from the perspective of affect and the embodied modes of generating affection. The emergence of these media enables new modes of perception that create 'special' sensations of wonder, astonishment, marvel and the fantastic. Such affections subsequently become mined by consumer industries for profit, thereby explaining the connection between media and consumerism that today seems inherent to the culture industry. Such modes and their affections are also translated into ideology, as American culture seeks to make sense of the sociocultural changes accompanying these new media, particularly as specific versions of American Dream narratives.

Special Affects is the first extended exploration of the connection between media and consumerism, and the first book to extensively apply Deleuzian film theory to animation. Its exploration of the connection between the animated form and consumerism, and its re-examination of twentieth-century animation from the perspective of affect, makes this an engaging and essential read for film-philosophy scholars and students.

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Editorial Review

Review

"Jenkins hones in on the wonder of Disney animation, showing how the Disney world begins in and prolongs tiny innervations - a tickle, a tingle, a spark, a feeling of life - into a multimedia consumer empire. *Special Affects* provides a truly compelling and persuasive history of the micro-dreams at the heart of a global enterprise." -- Thomas Lamarre, McGill University

About the Author

Eric S. Jenkins (Ph.D. University of Georgia) grew up in the suburbs in Dallas, Texas, developing a distaste for consumerism and a simultaneously love for all things media like videogames and movies. Subsequently, he studies the interconnection between media and consumerism, with an emphasis on the modes of mediated consumption and their affective capacities. Disney animation was both a first love (of media) and a first hate (of consumerism).

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This book untitled *Special Affects: Cinema, Animation and the Translation of Consumer Culture* to be one of several books in which best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit into it. You will easily to buy this book in the book retailer or you can order it by using online. The publisher on this book sells the e-book too. It makes you quicker to read this book, since you can read this book in your Smartphone. So there is no reason for you to past this e-book from your list.

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