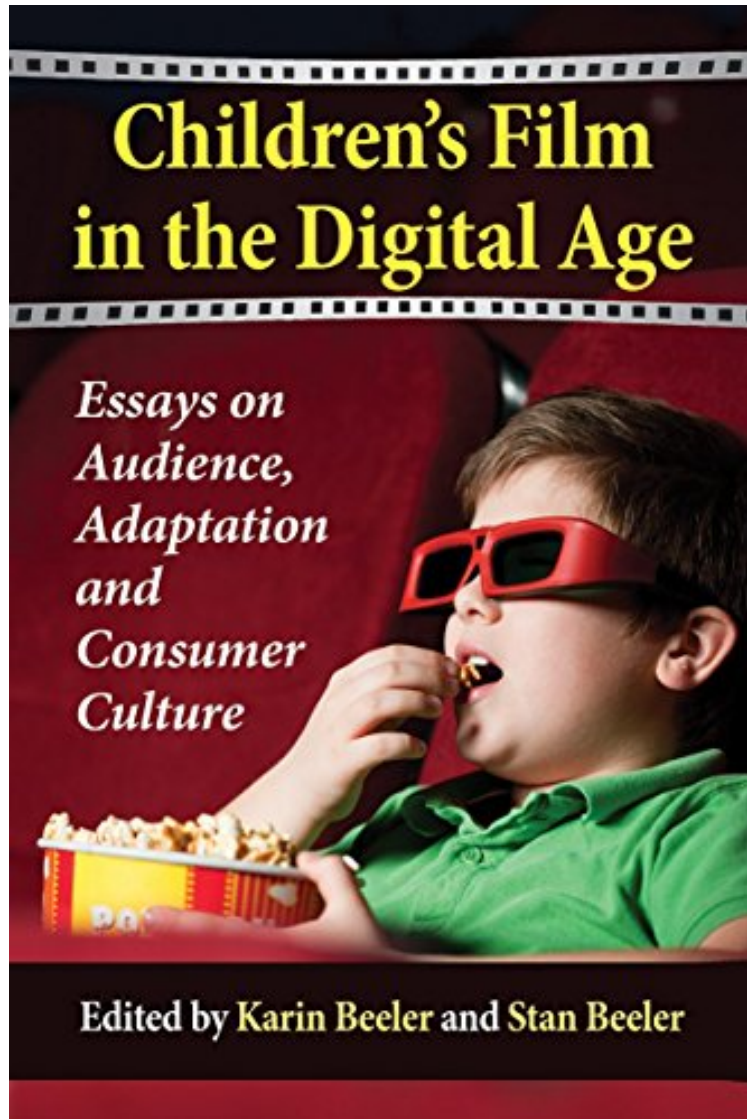


Children's Film in the Digital Age: Essays on Audience, Adaptation and Consumer Culture

Karin Beeler, Stan Beeler

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#3782417 in Books 2014-11-28 Original language: English PDF # 1 9.00 x 6.00 x .751, .0 #File Name: 078647596X212 pages | File size: 64.Mb

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Films of the past 15 years have been released in a number of formats and reflect a reconceptualization of film genres, audiences and the impact of technology on adaptation. Focusing on multiple audiences, film adaptation, nationalism, globalism and consumer culture, this collection of new essays explores how children's film can be re-examined alongside recent developments in their production. These analyses consider the effect of multimedia strategies on the child audience, the opportunities for viewer participation and the pedagogical implications of films for children. The essays also address how childhood is embedded within films and linked to various consumer contexts.

"The editors bring together an eclectic mix of authors and subjects...will be of great interest to anyone studying film intended for younger audiences...this collection will be indispensable for specialists in children's films and of interest to scholars of film, sociocultural studies, and media. Highly recommended"--Choice.
About the Author
Karin Beeler is the English Department chair at the University of Northern British Columbia in Canada. She has published in various areas of film and television studies, including screen culture for children. Stan Beeler is a professor in the English department at the University of Northern British Columbia in Canada. His publications include books and articles on television, film and popular culture.