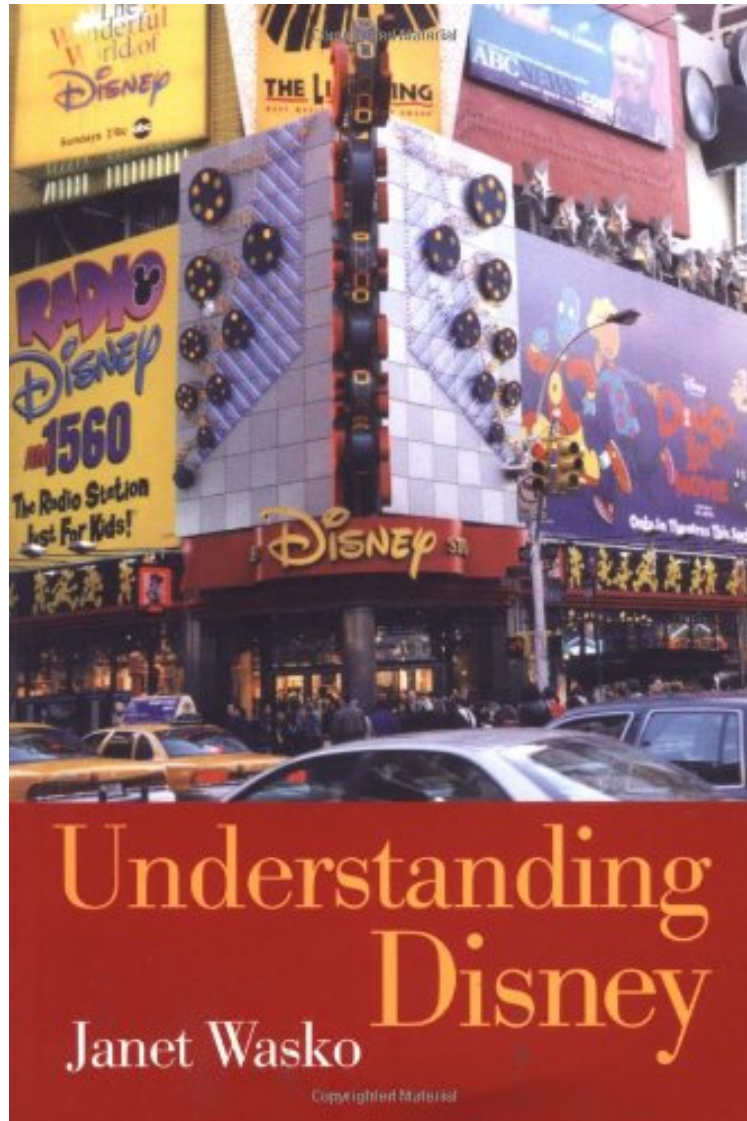


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Understanding Disney: The Manufacture of Fantasy

Janet Wasko

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Janet Wasko : Understanding Disney: The Manufacture of Fantasy before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Disney: The Manufacture of Fantasy:

1 of 2 people found the following review helpful. Four StarsBy Andrew D. PradoInsightful book.23 of 32 people found the following review helpful. Wasko is a bit verboseBy A CustomerI have to agree with another reviewer. The text can be tedious and annoying while not conveying any information. Her many references to "which I will discuss in chapter (x)..." is so common it becomes a joke in her writing. While the text can be informative at times her writing style tends to be annoying and pretentious. It's reminiscent of a speaker who spends all their time telling you what they

are going to tell you, that they don't really have that much to say in the end. 8 of 29 people found the following review helpful. Information from Publisher's Web Site By A Customer Here is some information about this book from Polity Press: Since the 1930s the Walt Disney Company has produced characters, images, and stories which have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children as well as adults? In this major new book, Janet Wasko examines the processes by which the Disney company - one of the largest media and entertainment corporations in the world - manufactures the fantasies which enthral millions. She analyses the historical expansion of the Disney empire, examines the content of Disney's classic films, cartoons and TV programs and shows how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides a fresh and comprehensive account of one of the most significant media and cultural institutions of our time. This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies and will appeal to a wide readership.

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'Janet Wasko's *Understanding Disney* is a comprehensive critical examination of the Disney company and its operations. This is an ambitious, thoughtful and exciting book - one of the most important books in media studies in years, and it deserves the attention of scholars and students everywhere.' Robert W. McChesney, University of Illinois at Urbana-Champaign. 'Janet Wasko, one of the foremost political economists of communication, turns her considerable skills and energy to analysing the nearly endless flow of Disney products worldwide. The result is an E-ticket ride for everyone, from general readers to Disney specialists.' Susan Davis, University of California, San Diego From the Back Cover Since the 1930s the Walt Disney Company has produced characters, images, and stories which have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children as well as adults? In this major new book, Janet Wasko examines the processes by which the Disney company - one of the largest media and entertainment corporations in the world - manufactures the fantasies which enthral millions. She analyses the historical expansion of the Disney empire, examines the content of Disney's classic films, cartoons and TV programs and shows how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides a fresh and comprehensive account of one of the most significant media and cultural institutions of our time. This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies and will appeal to a wide readership. About the Author Janet Wasko is Professor of Communication at the University of Oregon, Eugene.