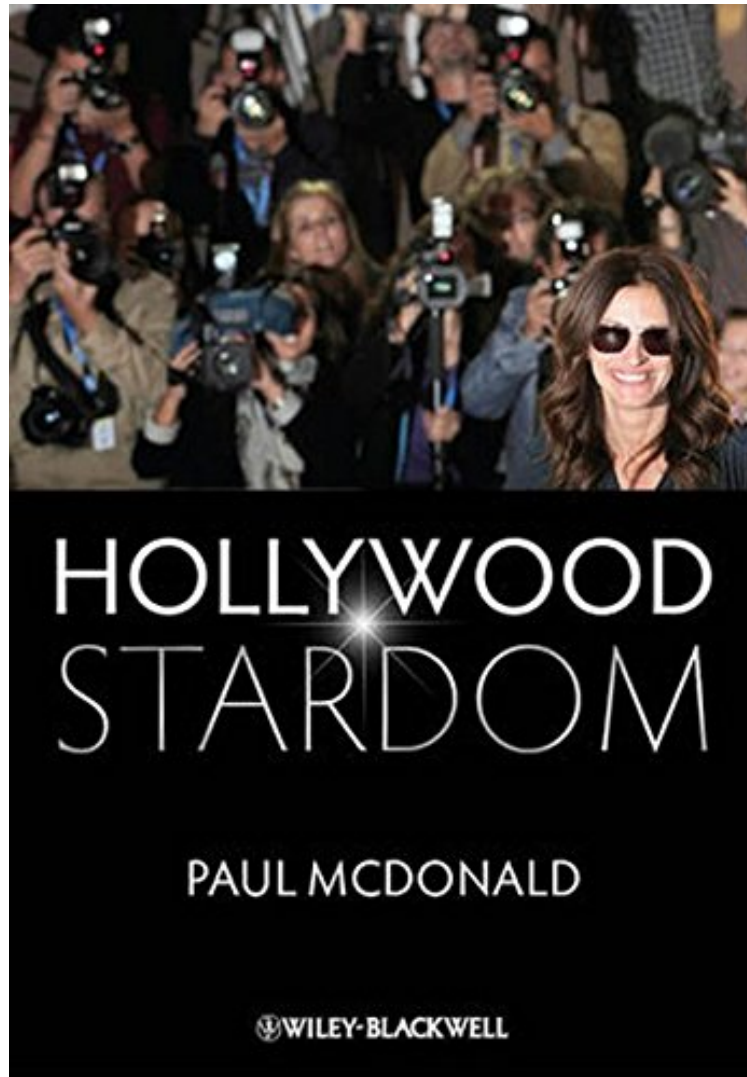


## Hollywood Stardom

*Paul McDonald*

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**Paul McDonald : Hollywood Stardom** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hollywood Stardom:

By integrating star studies and film industry studies, *Hollywood Stardom* reveals the inextricable bonds between culture and commerce in contemporary notions of film stardom. Integrates the traditions of star studies and industry studies to establish an original and innovative mode of analysis whereby the star image is replaced with the star brand. Offers the first extensive analysis of stardom in the post-studio era. Combines genre, narrative, acting, and discourse.

analysis with aspects of marketing theory and the economic analysis of the film market Draws on an extensive body of research data not previously deployed in film scholarship A wide range of star examples are explored including George Clooney, Mel Gibson, Tom Cruise, Daniel Day-Lewis, Tom Hanks, Will Smith, and Julia Roberts

"In Hollywood Stardom the relationship between Hollywood modes of production and economic film theory is given the importance that it deserves ... It is clear that Paul McDonald knows a great deal about Hollywood movie stars." Cassone: The International Online Magazine of Art and Art Books (June 2013) This is by far the most thorough account of Hollywood stardom in recent decades (and, indeed, in general). Full of detailed examples and up-to-date research, Paul Macdonald's book discusses all the major facets of contemporary Hollywood and a number of its major stars. Highly recommended. - Steve Neale, University of Exeter Paul McDonald has done it again! A meticulously documented and intelligent discussion that integrates industry and star studies. A strong contribution to the understanding of Hollywood. - Janet Wasko, University of Oregon With considerable analytical verve and rigor, McDonald makes a valuable contribution to the political economy of contemporary Hollywood. His book will be required reading for those wishing to understand the mesmerizing fusion of glamour and money, person and image that is stardom. - Barry King, Auckland University of Technology In the most challenging approaches to the study of stars in a decade, Paul McDonalds analysis of stars as brands meshes Hollywoods performance of identity with its business model to explain how stars are both meaning and money. - Richard Maltby, Flinders University From the Back Cover Through a deft integration of star and film industry studies, Hollywood Stardom reveals the inextricable bonds between culture and commerce in contemporary notions of film stardom. Film scholar Paul McDonald explores stars and stardom in the modern film industry, analyzing the period in which the concept of star image has morphed into the star brand in a celebrity-obsessed world. Topics explored include configurations of stardom in Hollywoods talent hierarchy, the role of stars as independent producers, their use in celebrity endorsements and value in the film market, and the formation of prestige stardom through the film awards system. A wide range of examples are explored, including actors George Clooney, Mel Gibson, Tom Cruise, and Daniel Day-Lewis; along with extended case studies of some of Hollywoods top screen icons: Tom Hanks, Will Smith, and Julia Roberts. Grounded in scholarly rigor, Hollywood Stardom represents an important contribution to contemporary film studies and the shifting role of stardom in the modern Hollywood film industry.