

# Fans, Blockbusterisation and the Transformation of Cinematic Desire

By [Author's Name]

In this groundbreaking book, [Author's Name] explores the impact of fans on the blockbusterisation of cinema and the changing nature of cinematic desire. Drawing on a wide range of case studies, from superhero movies to romantic comedies, [Author's Name] argues that fans have played a key role in shaping the film industry and the films we watch.



## Fans, Blockbusterisation, and the Transformation of Cinematic Desire: Global Receptions of The Hobbit Film Trilogy

★★★★★ 5 out of 5

Language : English  
File size : 1190 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 360 pages



The book begins by examining the rise of the blockbuster in the 1970s and 1980s. [Author's Name] argues that the success of these films was due in part to the growing power of fans, who were increasingly able to voice their opinions about films through fan clubs, magazines, and online forums. This led to a new era of fan-driven filmmaking, in which studios began to cater to the demands of their most loyal fans.

The book then goes on to explore the ways in which fans have shaped the content of blockbuster films. [Author's Name] argues that fans have played a major role in the rise of franchises, sequels, and remakes. They have also influenced the way that films are marketed and distributed. For example, the success of fan-made trailers and viral marketing campaigns has led studios to adopt new strategies for promoting their films.

Finally, the book examines the changing nature of cinematic desire. [Author's Name] argues that the rise of the blockbuster has led to a new type of cinematic desire, one that is more focused on spectacle and escapism than on character development and emotional depth. This has had a significant impact on the way that films are made and the way that audiences experience them.

Fans, Blockbusterisation and the Transformation of Cinematic Desire is a must-read for anyone interested in the film industry, popular culture, or the changing nature of cinematic desire. It is a groundbreaking work that offers a unique and insightful look at the ways in which fans have shaped the film industry and the films we watch.

## **Reviews**

"[Author's Name] has written a fascinating and thought-provoking book about the impact of fans on the blockbusterisation of cinema. This is a must-read for anyone interested in the film industry, popular culture, or the changing nature of cinematic desire." - **[Review from a reputable source]**

"[Author's Name] provides a unique and insightful look at the ways in which fans have shaped the film industry and the films we watch. This book is a

major contribution to the study of popular culture." - **[Review from a reputable source]**

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Fans, Blockbusterisation and the Transformation of Cinematic Desire is available now from all major booksellers. Free Download your copy today and start reading this groundbreaking work today!

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## About the Author

[Author's Name] is a professor of film studies at [University Name]. He is the author of several books on film and popular culture, including [Book Title 1] and [Book Title 2].



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