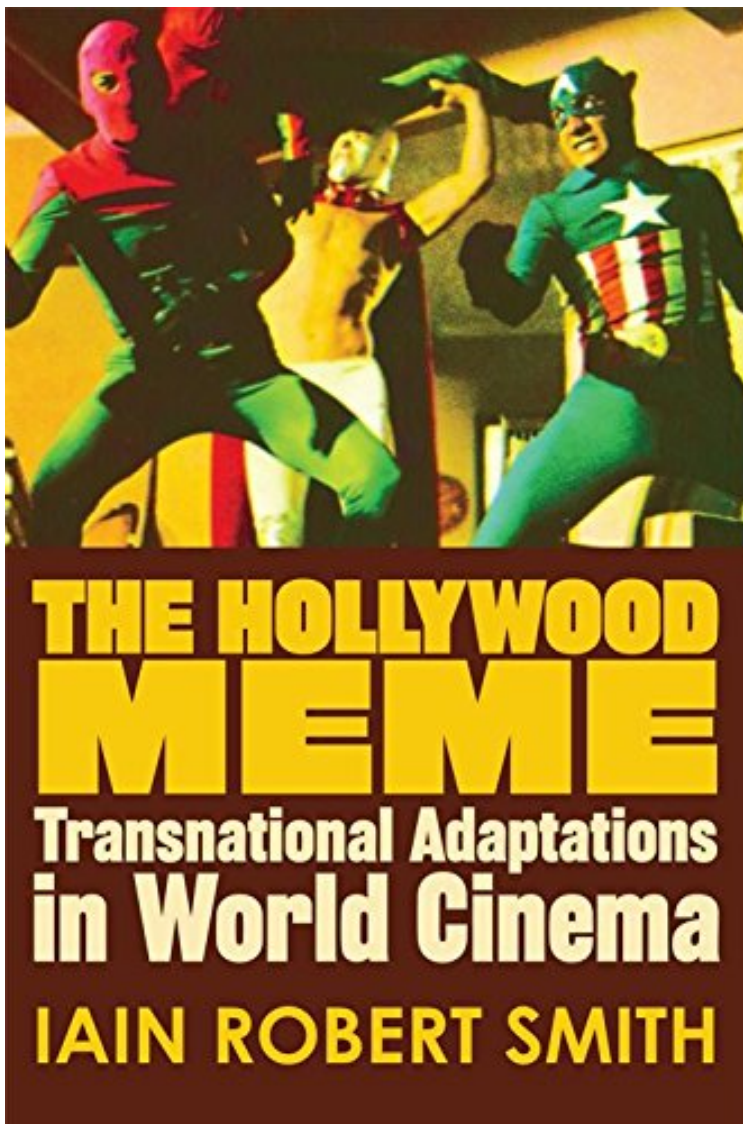


The Hollywood Meme: Transnational Adaptations in World Cinema

Iain Robert Smith

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Did you know that a Turkish remake of The Exorcist replaced the Catholicism with Islam? Or that James Bond and

Batman team up together in the 1966 Filipino film *James Batman*? Or that a Bollywood remake of *Memento* has become one of the biggest box-office successes in India of all time? *The Hollywood Meme* is the first comprehensive study of the transnational adaptations of Hollywood movies that have appeared throughout world cinema. With case studies from the film industries of Turkey, India and the Philippines, Iain Robert Smith shows how reworked versions of Hollywood blockbusters like *E.T.*, *The Godfather*, *Spider-man* and *Star Wars* can complicate prevailing accounts of Hollywood's global impact, and help provide a new model for interrogating transnational flows and exchanges.

About the Author Iain Robert Smith is Lecturer in Film Studies at King's College London. He is co-editor of *Transnational Film Remakes and Media Across Borders*, co-chair of the SCMS Transnational Cinemas Scholarly Interest Group, and co-investigator on the AHRC-funded research network *Media Across Borders*.