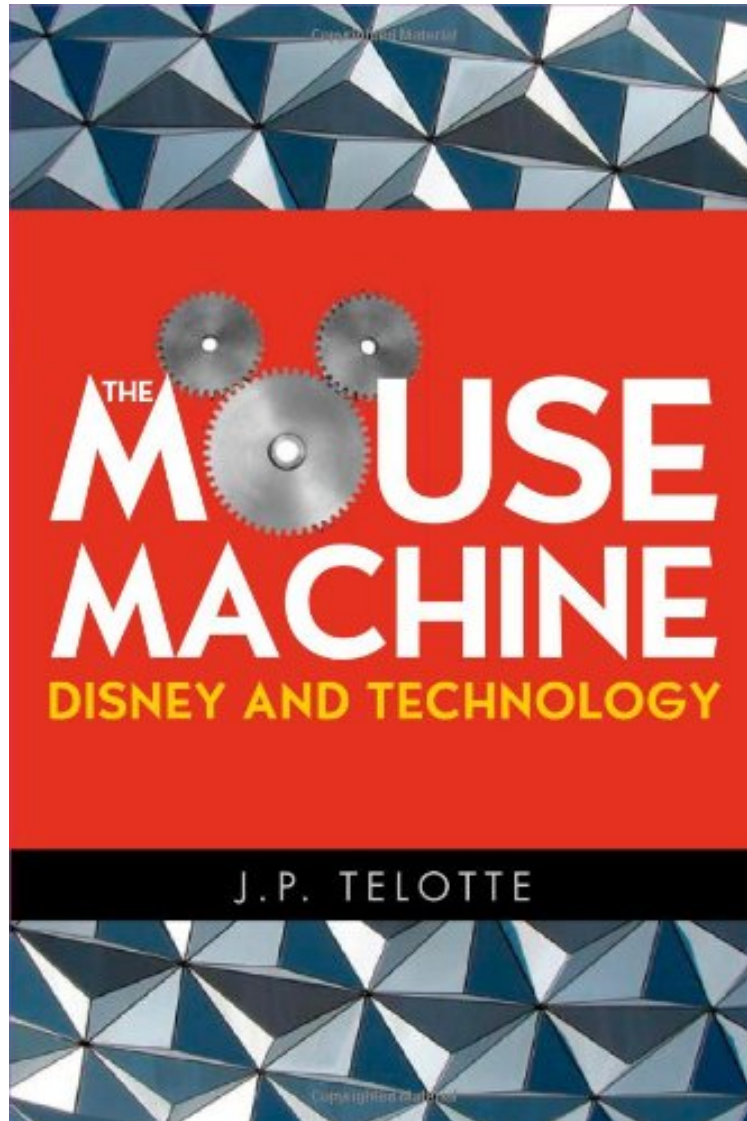


(Download) The Mouse Machine: Disney and Technology

The Mouse Machine: Disney and Technology

J.P. Telotte

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J.P. Telotte : The Mouse Machine: Disney and Technology before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mouse Machine: Disney and Technology:

1 of 1 people found the following review helpful. An interesting and fun read.By A. BlewerY'know, I'm really bummed to see the sales ranking and the reviews on this book are lower than some of the other Disney books on the market. Yes, this book does spend a significant amount of time on Disney's use of technology as a whole and not specifically on the parks. It covers the entire span of the corporation's history and contextualizes it within the history of technology, how Disney was influenced by and mostly how Disney influenced emerging technologies in animation,

television, film, et cetera. I also see criticism that the book feels like an academic text; I didn't get that vibe at all. It may be academic but it was certainly not a difficult read, and sticks to the historical facts rather than meandering off into ambiguous theory. All in all, I'd say this was the best book I've read on the subject of Disney studies, and recommend it highly. 8 of 9 people found the following review helpful. Interesting material, dry presentation

By Julie Neal
This academic book explores the technology behind Disney's success -- first in cartoons, then in feature films, later in theme parks. The topic is rich, and I enjoyed the book. I did feel like I was reading a textbook, albeit a textbook on a fascinating subject. Topics covered include Disney's innovations in sound cartoons, using three-strip Technicolor film, creating depth in an animated image, television, widescreen technology, theme park development, Audio-Animatronics figures, digital animation and effects filmmaking. Author Telotte goes into surprising depth; a full 13 pages are devoted to the technologically pioneering 1945 film *The Three Caballeros*, which merged animated sequences with live action. About Donald Duck's wooing of a pretty girl, the book notes "it marks a point, quickly noted by reviewers of the era, at which Disney animation becomes overtly sexualized, by depicting the animated duck as a possible suitor for a real, live woman, demonstrating what a reviewer in *Time* described as 'an alarmingly incongruous case of hot pants' that probably discomfited some viewers expecting the usual Disney family experience." Unfortunately, this interesting material is presented in an unappealing way. The book's pages look dry as dust, with blocks of text unbroken by subheads or tables or diagrams. Long paragraphs are made of long sentences, which are written in an impersonal style. There are no photos or illustrations of any kind. But if you can slog through, you find gems. I recommend this book, with a strong cup of coffee. Here's the chapter list: Introduction: Main Street, Machines, and the Mouse 1. Sound Fantasy 2. Minor Hazards: Disney and the Color Adventure 3. Three-Dimensional Animation and the Illusion of Life 4. A Monstrous Vision: Disney, Science Fiction and CinemaScope 5. Disney in Television Land 6. The "Inhabitable Text" of the Parks 7. Course Correction: Of Black Holes and Computer Games 8. "Better Than Real": Digital Disney, Pixar, and Beyond

0 of 0 people found the following review helpful. Alert Disney Fans
By Atlanta Reviewer
Great book! Any Mouse Machine fan will be intrigued.

By exploring the technological context for Disney creations throughout its history, this title illuminates Disney's extraordinary growth into one of the largest and most influential media and entertainment companies in the world.

"The Mouse Machine" is a copious history of Disney's innovations and preoccupations; it makes clear just how consistently and significantly Uncle Walt used technology to gain an edge on the competition." --Jon Lewis, editor of "Cinema Journal" and author of "Hollywood vs. Hardcore: How the Struggle over Censorship Created the Modern Film Industry"

"Telotte really shines! His passion for analyzing Disney artifacts animates each page. Descriptions are vivid and detailed; analyses are rigorous and insightful, while his engagement with case studies is exemplary. The Mouse Machine is an engaging and intelligent book for those interested in cultural studies, popular culture, media studies, film studies, mass communication, technology and society, American studies, and related fields." --Eileen R. Meehan, author of "Why TV Is Not Our Fault: Television Programming, Viewers, and Who's Really in Control"

"The volume is easily approachable for those not familiar with its conceptual sources, while at the same time providing increasing layers of depth to those who are. . . . Highly recommended." --"Choice"

About the Author
J. P. Telotte is a professor of film and media studies at Georgia Institute of Technology. He is coeditor of the journal *Post Script* and author of many books on film and media, including *Disney TV*, *Voices in the Dark: The Narrative Patterns of Film Noir*, and *The Essential Science Fiction Television Reader*.