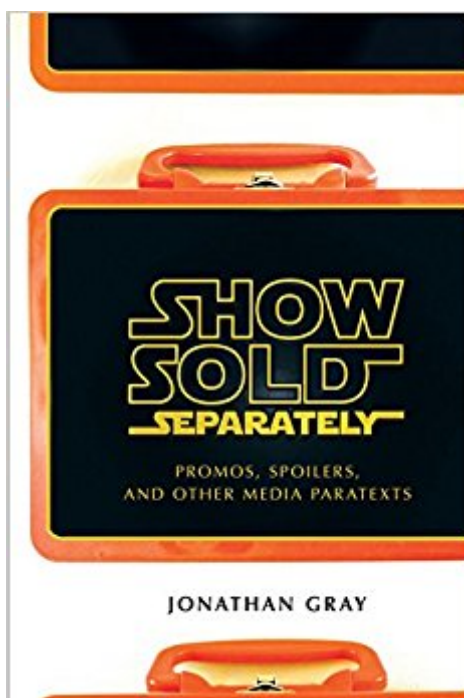


The book was found

Show Sold Separately: Promos, Spoilers, And Other Media Paratexts



Synopsis

It is virtually impossible to watch a movie or TV show without preconceived notions because of the hype that precedes them, while a host of media extensions guarantees them a life long past their air dates. An onslaught of information from print media, trailers, internet discussion, merchandising, podcasts, and guerilla marketing, we generally know something about upcoming movies and TV shows well before they are even released or aired. The extras, or "paratexts," that surround viewing experiences are far from peripheral, shaping our understanding of them and informing our decisions about what to watch or not watch and even how to watch before we even sit down for a show. *Show Sold Separately* gives critical attention to this ubiquitous but often overlooked phenomenon, examining paratexts like DVD bonus materials for *The Lord of the Rings*, spoilers for *Lost*, the opening credits of *The Simpsons*, *Star Wars* action figures, press reviews for *Friday Night Lights*, the framing of *Batman Begins*, the videogame of *The Thing*, and the trailers for *The Sweet Hereafter*. Plucking these extra materials from the wings and giving them the spotlight they deserve, Jonathan Gray examines the world of film and television that exists before and after the show.

Book Information

Paperback: 264 pages

Publisher: NYU Press (January 1, 2010)

Language: English

ISBN-10: 0814731953

ISBN-13: 978-0814731956

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #436,577 in Books (See Top 100 in Books) #58 in Books > Health, Fitness & Dieting > Mental Health > Dissociative Disorders #351 in Books > Humor & Entertainment > Television > Shows #851 in Books > Textbooks > Communication & Journalism > Media Studies

Customer Reviews

"*Show Sold Separately* will rewrite the rules of what we look at when we want to understand how audiences make meaning of media franchises. Gray, who has long established himself in the top ranks of contemporary scholars of popular culture, writes with particularity about these varied media properties and their paratexts, yet also writes with a theoretical sophistication which feels effortless."
-Henry Jenkins, author of *Convergence Culture: Where Old and New Media Collide* Exploring the

myriad connections and connotations of a wide array of paratextual materials ranging from movie trailers to action figures, Gray deftly challenges established conceptions of textuality, and opens up intriguing and important new dimensions in media and cultural studies. This is an invaluable contribution, and will change how we think about, and make, media.âDerek Kompare, author of *Rerun Nation: How Repeats Invented American Television*

Jonathan Gray is Professor of Media and Cultural Studies at the University of Wisconsin-Madison and author of *Television Entertainment*, *Television Studies* (with Amanda D. Lotz), *Show Sold Separately: Promos, Spoilers, and Other Media Paratexts*, and *Watching with The Simpsons: Television, Parody, and Intertextuality*.

[*Download to continue reading...*](#)

Show Sold Separately: Promos, Spoilers, and Other Media Paratexts Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) The One Show, Vol 27: Advertising's Best Print, Design, Radio, and TV (One Show Annual) The Complete America's Test Kitchen TV Show Cookbook 2001-2017: Every Recipe from the Hit TV Show with Product Ratings and a Look Behind the Scenes The Complete America's Test Kitchen TV Show Cookbook 2001-2016: Every Recipe from the Hit TV Show with Product Ratings and a Look Behind the Scenes The Complete America's Test Kitchen TV Show Cookbook 2001-2018: Every Recipe From The Hit TV Show With Product Ratings and a Look Behind the Scenes Music for New Media: Composing for Videogames, Web Sites, Presentations and Other Interactive Media Broadway Musicals, Show-by-Show: Eighth Edition Winter Circuit (Show Circuit Series -- Book 2) (The Show Circuit) Company Aytch or a Side Show of the Big Show: A Memoir of the Civil War Co. "Aytch": The First Tennessee Regiment or a Side Show to the Big Show: The Complete Illustrated Edition Echo Show: A Guide On Everything You Need To Know About The Echo Show Citix60 - Amsterdam: 60 Creatives Show You the Best of the City60 Creatives Show You the Best of the City The One Show, Volume 38 (One Show Annual) The One Show, Volume 37 (One Show Annual) I'm Coming To Take You To Lunch: A

Fantastic Tale of Boys, Booze and how Wham! Were sold to China

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)