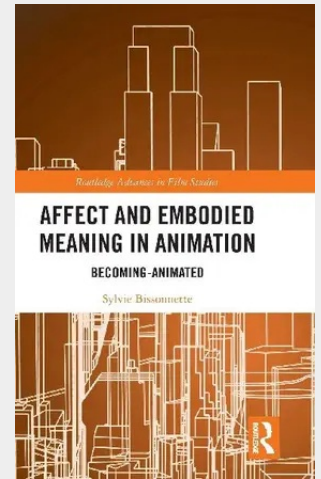


Affect and Embodied Meaning in Animation

Becoming-Animated

This book combines insights from the humanities and modern neuroscience to explore the contribution of affect and embodiment on meaning-making in case studies from animation, video games, and virtual worlds. As we interact more and more with animated characters and avatars in everyday media consumption, it has become vital to investigate the ways that animated environments influence our perception of the liberal humanist subject. This book is the first to apply recent research on the application of the embodied mind thesis to our understanding of embodied engagement with nonhumans and cyborgs in animated media, analyzing works by Émile Cohl, Hayao Miyazaki, Tim Burton, Norman McLaren, the Quay Brothers, Pixar, and many others. Drawing on the breakthroughs of modern brain science to argue that animated media broadens the viewer's perceptual reach, this title offers a welcome contribution to the growing literature at the intersection of cognitive studies and film studies, with a perspective on animation that is new and original. 'Affect and Embodied Meaning in Animation' will be essential reading for researchers of Animation Studies, Film and Media Theory, Posthumanism, Video Games, and Digital Culture, and will provide a key insight into animation for both undergraduate and graduate students. Because of the increasing importance of visual effect cinema and video games, the book will also be of keen interest within Film Studies and Media Studies, as well as to general readers interested in scholarship in animated media.

Combining insights from disciplines in the humanities and the cognitive sciences, this book explores the contribution of affect and embodiment on meaning-making in case studies taken from animation, video games, and online synthetic worlds.



208,30 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781138483590

Medium: Buch

ISBN: 978-1-138-48359-0

Verlag: Routledge

Erscheinungstermin: 12.03.2019

Sprache(n): Englisch

Auflage: 1. Auflage 2019

Serie: Routledge Advances in Film Studies

Produktform: Gebunden

Gewicht: 638 g

Seiten: 334

Format (B x H): 157 x 235 mm

