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Title: trilogy of the Lord of the rings : from book to film, The

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Keywords: Cinema

Defense Date: 2009

Publisher: Universidade de Aveiro

Abstract: Este trabalho é estudo comparativo e analítico da trilogia literária do J.R.Tolkien O Senhor dos Anéis, assim como da produção cinematográfica do director Peter Jackson quarenta anos depois da publicação dos livros. O objectivo é demonstrar que apesar de uma adaptação cinematográfica não conseguir substituir a obra literária, pode contudo, com a tecnologia de hoje, ser o seu complemento visual. Igualmente importante neste trabalho é o estudo sobre os grupos de fãs organizados, o franchisado publicitário cinematográfico e marketing criado à volta de uma publicidade virtual e de estreia global na nova era de filmes para uma audiência em massa.

ABSTRACT: This is a comparative and analytical work of J.R.R. Tolkien literary trilogy The Lord of the Rings as well as the cinematographic production of Peter Jackson forty years after the publication of the books. The goal is to demonstrate that though a film adaptation will never replace the original literary work, it can be, however, its visual compliment or extension. Equally important, is the study of the organised fans and fandom, the publicity, marketing and film franchise that involves an online publicity and global release in a new cinematographic era for mass audiences.

Description: Mestrado em Línguas , Literaturas e Culturas

URI: <http://hdl.handle.net/10773/2803>

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