



'Grease Is the Word'

Exploring a Cultural Phenomenon

Edited by Oliver Gruner and Peter Krämer

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Fresh insight into the impact and legacy of the cultural phenomenon 'Grease'

'Mining significant new primary materials and offering an admirable array of scholarly approaches, this collection adds much-needed depth to our current understanding of one of the most successful and yet underexamined pieces of American popular film in the twentieth century, the "cultural phenomenon" known as Grease.' —Barbara Jane Brickman, Assistant Professor of Media and Gender Studies, New College & Department of Gender and Race Studies, University of Alabama, USA

Bringing together a group of international scholars, *'Grease Is the Word'* offers fresh insight into the impact and legacy of the cultural phenomenon that is *Grease*.

Contents

Introduction, Oliver Gruner and Peter Krämer; 1. From Chicago to Broadway: The Origins of 'Grease', Scott Warfield, University of Central Florida; 2. 'We Were Just Trying to Entertain': 'Grease' in Production, Alexander G. Ross, University of East Anglia; 3. 'Bland? Who, Me?': Olivia Newton-John on the Road to 'Xanadu', Oliver Gruner, University of Portsmouth; 4. Travolta Fever, Adrian Garvey, Queen Mary University of London; 5. A View from the Bridge: 'Grease's Los Angeles, Celestino Deleyto, University of Zaragoza; 6. 'Grease', the Jukebox Fifties and Time's Percolations, Christine Sprengler, University of Western Ontario; 7. 'We Go Together': Meta-diegesis and Internal Voices in 'Grease', Beth Carroll, University of Southampton; 8. 'An Easy Winner': The Marketing, Reception and Success of 'Grease', Peter Krämer, University of East Anglia; 9. Vanishing Pregnancies to Flying Cars: Examining Changing Reactions to the Carnival in 'Grease', Frances Smith, University of Sussex; 10. 'Grease', Late Teens and the Twentysomething Audience Today, Rebecca Feasey, Bath Spa University; 11. Look at Me on DVD: 'Grease' in the Home, Simon Hobbs, University of Portsmouth; Index.

About the Editors

Oliver Gruner is a senior lecturer in visual culture at the University of Portsmouth, UK. He is the author of *Screening the Sixties: Hollywood Cinema and the Politics of Memory* (2016). His work has also been published or is forthcoming in journals such as the *Historical Journal of Film, Radio and Television*, *Rethinking History* and *The Poster* as well as in various edited collections.

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