



'Grease Is the Word'

Exploring a Cultural Phenomenon

Edited by Oliver Gruner and Peter Krämer

Pub Date: 22 February 2021

Binding: Paperback

Price: £25.00 / \$40.00

ISBN: 9781785279751

Extent: 236 pages

Size: 153 x 229 mm /
6 x 9 inches

BISAC CATEGORY: PERFORMING ARTS / Film / History
& Criticism PERFORMING ARTS / Film / General,
PERFORMING ARTS / Film / Genres / General

BISAC CODE: PER004030

BIC CODE: APFA

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Exclusive: WORLD

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*.

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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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