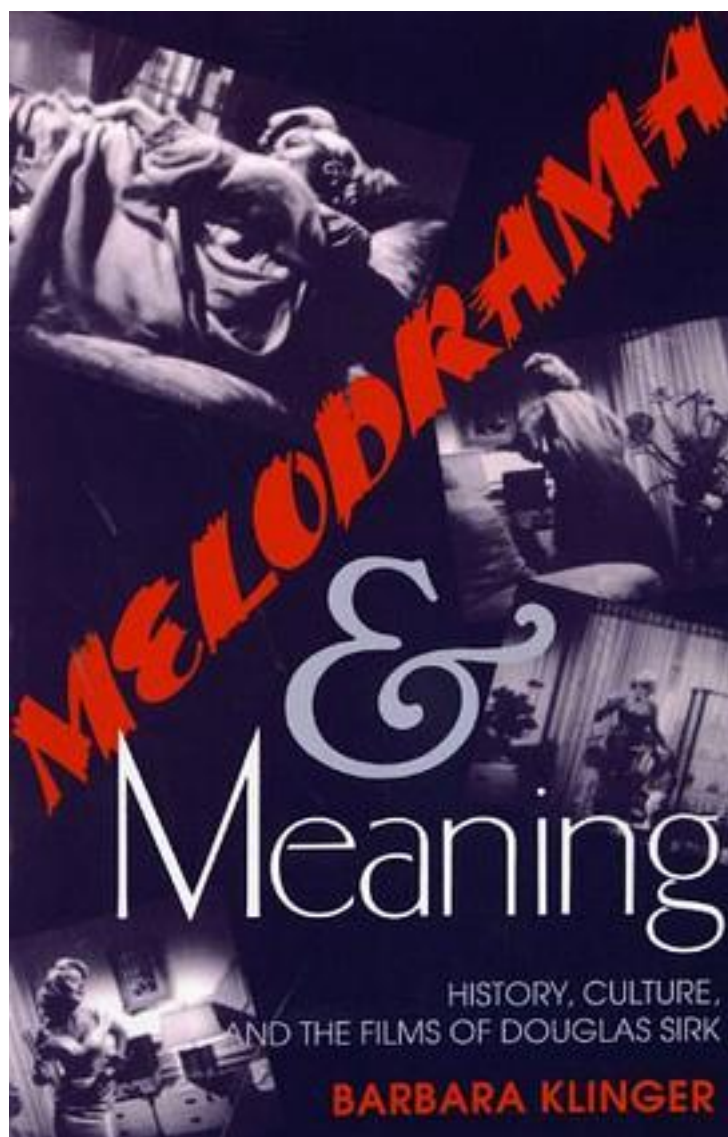


Melodrama and Meaning



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Melodrama and Meaning is a major addition to the new historical approach to film studies. Barbara Klinger shows how institutions most associated with Hollywood cinema - academia, the film industry, review journalism, star publicity, and the mass media - create meaning and ideological identity for films. Chapters focus on Sirk's place in the development of film studies from the 1950s through the 1980s, as well as the history of the critical reception (both academic and popular) of Sirk's films, a history that outlines journalism's role in public tastemaking. Other chapters are devoted to Universal's selling of *Written on the Wind*, the machinery of star publicity and the changing image of Rock Hudson, and the contemporary "institutionalized" camp response to Sirk that has resulted from developments in mass culture.

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