

## CONTENTS

Acknowledgements vii

Introduction: Rebooted? 1

- 1 Why Can't Hollywood Rely on Flying Saucers?  
Industry, Audience and Franchise Logic 13
- 2 What Does Hollywood Really Like About Comic  
Books? Structure and Style in Marvel's  
Cinematic Universe 27
- 3 Is Hollywood Saving the World, or Is the World  
Saving Hollywood? Industrial Authorship and  
Experimental Blockbusters 53
- 4 Why Are the Most Grown-Up Films Made for Children?  
Ways of Playing in the Family Film 82

Filmography 106

Bibliography 108

Index 115