



# Mamma Mia! The Movie: Exploring a Cultural Phenomenon

*Louise FitzGerald*

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## **Mamma Mia! The Movie: Exploring a Cultural Phenomenon** Louise FitzGerald

Mamma Mia! The Movie (2008) was one of the top international box-office hits of its year and the fastest selling DVD in British history. Responses were passionate but polarized: while legions of fans participated in celebratory sing-along screenings, critics dismissed it as a 'Super Pooper'. The critical split often ran along the fault line of gender, with male critics initially unimpressed by the uninhibited, tongue in cheek frivolity of this rare film written, produced and directed by women.

This welcome first book on a twenty-first century cultural phenomenon explores these diverse responses to Mamma Mia!, along with key issues such as the film's representation of female friendship, of maternal and paternal identities and its focus on the older female protagonist, as well as its status as 'jukebox' musical, queer text and product of female authorship. Empire magazine's critic Ian Nathan concluded his bemused account of the film's unprecedented success by stating: 'Mamma Mia is not like other films'. This book aims to explore exactly how and why that is the case.

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### **From reader reviews:**

#### **Matilda Greiner:**

The experience that you get from Mamma Mia! The Movie: Exploring a Cultural Phenomenon is a more deep you excavating the information that hide in the words the more you get considering reading it. It does not mean that this book is hard to understand but Mamma Mia! The Movie: Exploring a Cultural Phenomenon giving you excitement feeling of reading. The article author conveys their point in specific way that can be understood simply by anyone who read that because the author of this e-book is well-known enough. This kind of book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go together with you, both in printed or e-book style are available. We propose you for having this specific Mamma Mia! The Movie: Exploring a Cultural Phenomenon instantly.

#### **Bertha Davis:**

Spent a free time for you to be fun activity to do! A lot of people spent their down time with their family, or their friends. Usually they carrying out activity like watching television, going to beach, or picnic within the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Could possibly be reading a book could be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the reserve untitled Mamma Mia! The Movie: Exploring a Cultural Phenomenon can be good book to read. May be it is usually best activity to you.

#### **Edward Carroll:**

The reason why? Because this Mamma Mia! The Movie: Exploring a Cultural Phenomenon is an unordinary book that the inside of the guide waiting for you to snap this but latter it will zap you with the secret it inside. Reading this book next to it was fantastic author who else write the book in such awesome way makes the content on the inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this any more or you going to regret it. This unique book will give you a lot of advantages than the other book possess such as help improving your expertise and your critical thinking method. So , still want to delay having that book? If I had been you I will go to the reserve store hurriedly.

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