

A photograph of two young people, a woman on the left and a man on the right, standing on a concrete ledge. They are both holding skateboards. The woman is wearing a light blue t-shirt and dark pants, and the man is wearing a dark blue and white striped polo shirt and light blue jeans. The background is a clear blue sky. The text is overlaid on the image.

FAVh046 DĚTSKÝ FILM

Lekce 3. 10. 2022

Kontakt:

katerina.sram@mail.muni.cz

+420 728 639 973

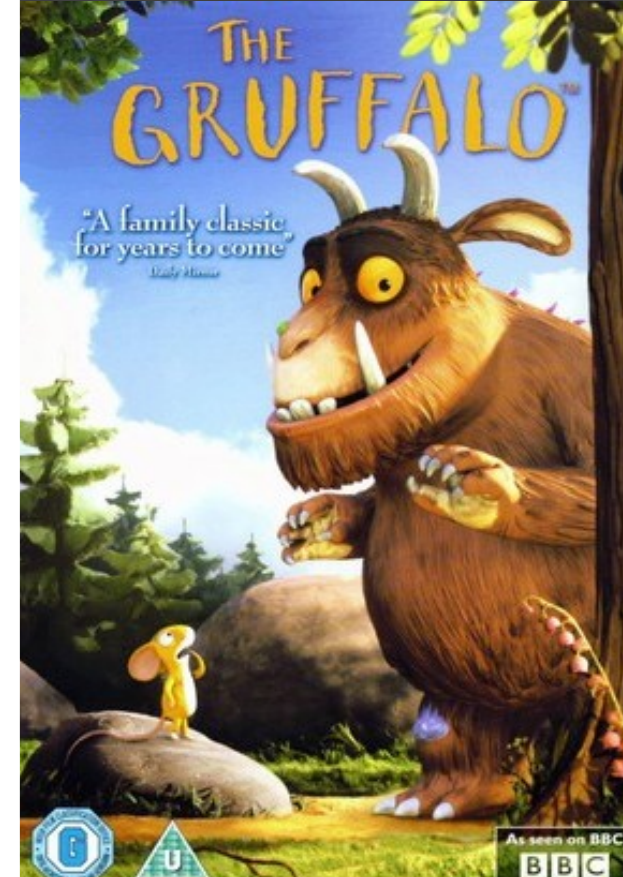
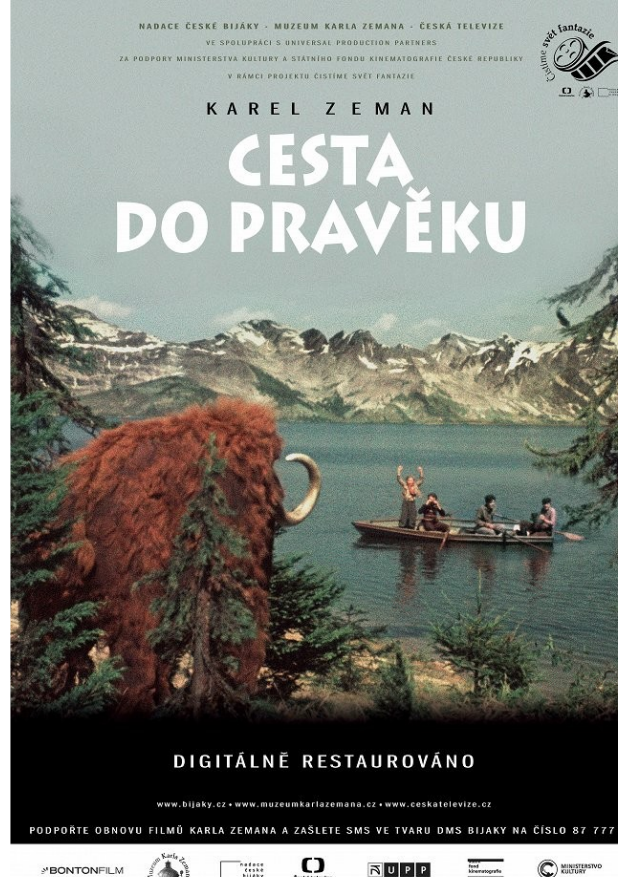
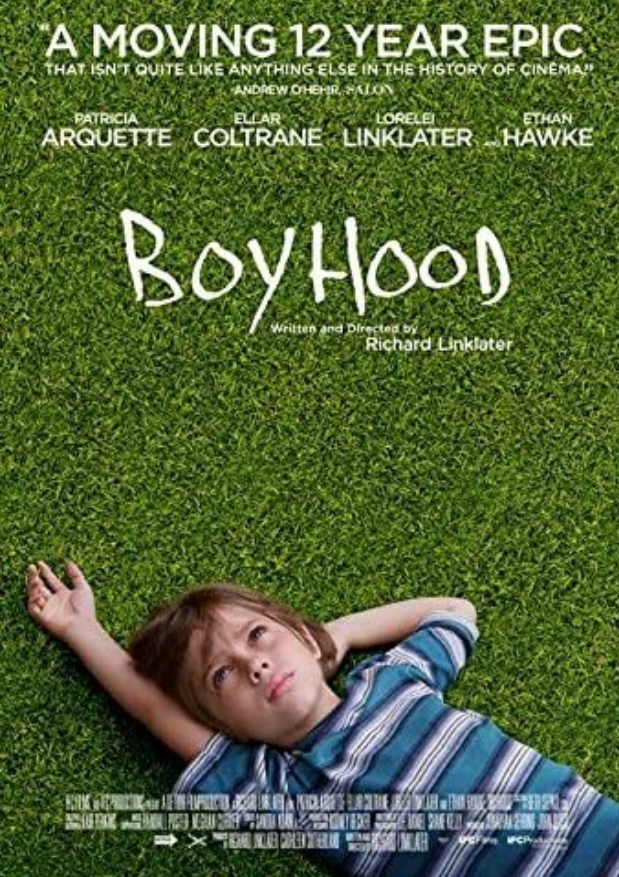
Ústav filmu a audiovizuální
kultury,

Masarykova univerzita,
Filozofická fakulta

fav.phil.muni.cz

Zdroje

- BROWN, Noel. *The Children's Film: Genre, Nation, and Narrative*. Columbia University Press, 2017.
- WOJCIK-ANDREWS, Ian. *Children's films : history, ideology, pedagogy, theory*. New York: Routledge, Taylor & Francis Group, 2000. xiii, 257. ISBN 081533074x.
- Booker, M. Keith. *Disney, Pixar, and the Hidden Messages of Children's Films* / M. Keith Booker. Santa Barbara, Calif: Praeger, 2010. Print.
- Kümmerling-Meibauer, Bettina. "Introduction: New Perspectives in Children's Film Studies." *Journal of Educational Media, Memory & Society*, vol. 5, no. 2, 2013, pp. 39–44.
- Wagner, Robert W. "Film: The Case for Children's Films." *Audio Visual Communication Review*, vol. 5, no. 2, 1957, pp. 476–82.



Dětský film



THE CHILDREN'S FILM
GENRE, NATION AND NARRATIVE

NOEL BROWN

Co je dětský film?

Dětský film

- Noel Brown:

- široké spektrum produkce i přijetí
- pestrost žánrů a témat
- filmy pro děti vs. filmy o dětech

- Ian Wojcik- Andrews :

- dětské filmy = filmy, ve kterých se objevují děti (*Kids*, 1995; r. Larry Clark)
- reprezentace dětství v populární kinematografii; **childhood films**
(Stephanie Hemelryk Donald)



**THERE COMES A TIME
TO PUT AWAY CHILDHOOD THINGS.
BUT SOME THINGS
WON'T STAY PUT!**



CHILD'S PLAY 3

LOOK WHO'S STALKING!

UNIVERSAL PICTURES PRESENTS A DAVID KIRSCHNER PRODUCTION "CHILD'S PLAY 3" JUSTIN WILKIN FERRY REEVES JEREMY SIVERS WRITTEN BY DAVID KIRSCHNER DIRECTED BY DON MANGAN
EXECUTIVE PRODUCERS KEVIN YACHER BOB CURY LERINS AND JOHN D'ANDREA PRODUCED BY EDUARDO WARSCHILKA EXECUTIVE PRODUCERS RICHARD SANNYER PRODUCED BY JOHN R. LEONETTI WRITTEN BY LAURA MOSKOWITZ DIRECTED BY DAVID KIRSCHNER
CASTING BY DON MANGAN COSTUME DESIGNER ROBERT LATRAM BRUNN MUSIC BY JACK BENNER A UNIVERSAL PICTURE
R PARENTS STRONGLY CAUTIONED SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 17
TM & © 1997 UNIVERSAL CITY STUDIOS, INC. ALL RIGHTS RESERVED.

Certification [Argentina:18](#) | [Argentina:13 \(re-rating\)](#) | [Australia:M](#) | [Brazil:16](#) | [Canada:14A](#) | [Canada:14A \(Manitoba\)](#) | [Canada:R \(Nova Scotia\)](#) | [Canada:AA \(Ontario\)](#) | [Canada:13+ \(Quebec\)](#) | [Chile:14](#) | [Chile:18](#) | [Finland:K-18](#) | [France:12](#) | [Germany:18 \(BPjM restricted, 1993 - 2013\)](#) | [Hong Kong:II](#) | [Hungary:18](#) | [Iceland:16](#) | [India:UA](#) | [Ireland:18](#) | [Italy:VM14](#) | [Malaysia:18SG](#) | [Mexico:B](#) | [Netherlands:16](#) | [New Zealand:M](#) | [New Zealand:RP16 \(original rating, withdrawn\)](#) | [Nigeria:15](#) | [Norway:15 \(VOD\)](#) | [Norway:18 \(video rating\)](#) | [Philippines:R-13](#) | [Poland:16 \(self-applied\)](#) | [Portugal:M/16](#) | [Russia:18+](#) | [Saudi Arabia:R15](#) | [Singapore:M18](#) | [Singapore:PG \(Disney Channel\)](#) | [South Korea:18](#) | [Spain:18 \(original rating\)](#) | [Spain:13 \(re-rating\)](#) | [Sweden:15](#) | [Turkey:18+](#) | [United Kingdom:18](#) | [United Kingdom:15 \(Cut\)](#) | [United States:R \(certificate #31273\)](#) | [United States:TV-14 \(cut TV rating\)](#) | [United States:TV-MA \(uncut TV rating\)](#) | [Vietnam:C13](#)

Sex & Nudity

Mild 36 of 63 found this mild

A male teen has a magazine with a woman in a bikini on it.

One kiss

A man gropes his crotch and says "This is for fun!" (no nudity)

Violence & Gore

Severe 36 of 54 found this severe

A man's throat is slit. His neck has a big cut in it and is spewing blood everywhere.

A man is stabbed some blood.

A man has a heart attack.

A man is strangled to death.

A man's arm is cut off.

A living doll is stabbed with a knife. Some blood.

A woman is shot in the leg. Some blood.

Many people are brutally killed.

Dětský film vs. rodinný film

Noel Brown:

- problematika konzumpce:

Pro koho jsou filmy určeny a kdo se na ně dívá?

- stírání hranic mezi dětským a rodinným filmem
- US blockbustery : 13 RG

Peter Krämer:

- epizody *Star Wars* jako dětské filmy

Rank ^	Release Group	Worldwide ↕	Domestic ↕	% ↕	Foreign ↕	% ↕
1	Top Gun: Maverick	\$1,472,292,161	\$712,092,161	48.4%	\$760,200,000	51.6%
2	Jurassic World Dominion	\$997,814,080	\$376,009,080	37.7%	\$621,805,000	62.3%
3	Doctor Strange in the Multiverse of Madness	\$955,775,804	\$411,331,607	43%	\$544,444,197	57%
4	Minions: The Rise of Gru	\$920,339,020	\$365,821,020	39.7%	\$554,518,000	60.3%
5	The Batman	\$770,836,163	\$369,345,583	47.9%	\$401,490,580	52.1%
6	Thor: Love and Thunder	\$760,226,269	\$343,180,557	45.1%	\$417,045,712	54.9%
7	Water Gate Bridge	\$626,571,280	\$117,294	<0.1%	\$626,453,986	100%
8	Fantastic Beasts: The Secrets of Dumbledore	\$405,161,334	\$95,850,844	23.7%	\$309,310,490	76.3%
9	Sonic the Hedgehog 2	\$401,872,904	\$190,872,904	47.5%	\$211,000,000	52.5%
10	Uncharted	\$401,748,820	\$148,648,820	37%	\$253,100,000	63%
11	Elvis	\$285,937,360	\$150,937,360	52.8%	\$135,000,000	47.2%
12	The Bad Guys	\$245,713,440	\$96,713,440	39.4%	\$149,000,000	60.6%
13	Bullet Train	\$230,893,519	\$99,793,519	43.2%	\$131,100,000	56.8%
14	Lightyear	\$226,425,420	\$118,307,188	52.2%	\$108,118,232	47.8%
15	Too Cool to Kill	\$217,254,604	\$185,882	<0.1%	\$217,068,722	99.9%
16	Nice View	\$211,019,042	-	-	\$211,019,042	100%

Dětský film a jeho klasifikace

- Klasifikace podle dětské literatury?
- Klasifikace na základě cílového publika?

Bettina Kümmerling- Meibauer:

1. filmy cílené na děti
2. filmy o dětství
3. filmy cílené na dospělé sledované dětmi

Dětský film vs. rodinný film

- rodinný film jako *konvergence* filmů cílených na děti a filmů směřujících na dospělé diváky
- **sbíhavost** témat, narativních postupů, estetických prostředků
- dětské filmy: různé fáze kognitivního, emocionálního a jazykového vývoje dítěte
- Bettina Kümmerling- Meibauer : *interdisciplinarita* ve výzkumu dětského filmu



Dětský film vs. rodinný film

- dětský film a otázky žánru: Ian Wojcik-Andrews „*Kid Quest*“ (Eldquest + Kid Venture)



Dětský film vs. rodinný film

- akademické a literární diskurzy: David Whitley (kulturní nostalgie) a Anders Wilhelm Åberg (švédská národní identita)

Rännstensungar (Guttersnipes, 1944; r. Ragnar Frisk)



Förortsungar (Kidz in da hood, 2006; r. Catti Edfeldt, Ylva Gustavsson)



Jak zkoumat dětský film?

Steve Neale: *diskurz obecné identity* (generic identity); teorie žánru

Noel Brown:

1. marketing a distribuční strategie
2. cenzura a udržitelná klasifikace
3. kritické přijetí
4. merchandising
5. strategie předvádění



Judy and Joy!

Nothing to equal the joyousness, the eye-filling scenes, the music and happiness of M-G-M's Glory Entertainment in **TECHNICOLOR!**

JUDY SINGS SIX SONGS

AMAZING SIGHTS TO SEE!
THE TORNADO

MUNCHKINLAND

HORSE OF DIFFERENT COLOR

Startling BALLOON ASCENT

FLYING MONKEYS

TREES THAT TALK AND THROW APPLES

MORE! MORE!! MORE!!!

9200 LIVING ACTORS THRILL YOU!

M-G-M's **The WIZARD OF OZ**

IT TOOK 2 YEARS JUST TO PLAN IT!



STARRING
JUDY GARLAND
Frank Morgan - Ray Bolger
Bert Lahr - Jack Haley

MARGARET HAMILTON - The Munchkins
BURKE - HAMILTON - GROPEWIN - THE MUNCHKINS
TECHNICOLOR - VICTOR FLEMING PRODUCTION
Directed by VICTOR FLEMING - Produced by MERVYN LEROY
AN M-G-M MASTERPIECE REPRINT

Songs

to Make You Sing and Dance to
"Over the Rainbow"
"If I Only Had a Brain"
"We're Off to See the Wizard"
"The Merry Old Land of Oz"
"Ding Dong"
"If I Were King of the Forest"



AD MAT No. 4-H-A



1 Col. x 2" (28 Lines)
AD. MAT NO. L-101



AD MAT NO. 209

2 COLS. x 2 1/4" (70 LINES)

Let's Go...
"OVER THE RAINBOW"
WITH JUDY IN HER GREATEST HIT!



GREATER ON WIDE SCREEN!
M-G-M's MIRACLE MUSICAL

THE WIZARD OF OZ

JUDY GARLAND
color by Technicolor

FRANK MORGAN - RAY BOLGER
BERT LAHR - JACK HALEY
AN M-G-M MASTERPIECE REPRINT

THEATRE

AD MAT NO. 110 1 COL. x 7 3/4" (105 LINES)

Let's Go...
"OVER THE RAINBOW"
IN JUDY'S BIG HIT!
GREATER ON WIDE SCREEN!



M-G-M's MUSICAL MIRACLE!

THE WIZARD OF OZ

JUDY GARLAND
color by Technicolor

FRANK MORGAN - RAY BOLGER - BERT LAHR - JACK HALEY
BILLIE BURKE - MARGARET HAMILTON - CHARLEY GROPEWIN AND THE MUNCHKINS
AN M-G-M MASTERPIECE REPRINT

THEATRE
AD MAT NO. 111 1 COL. x 5 1/4" (71 LINES)

M-G-M PRESS BOOK

Advertising · Publicity · Exploitation



"THE WIZARD OF OZ"

Copyright 1955 by Law's, Inc. All rights reserved. Magazines, newspapers and radio stations granted customary use. Country of origin U.S.A. In furnishing this press book, M-G-M does not thereby imply that this picture has been licensed for exhibition.

M-G-M's ENTERTAINMENT OF 1000 DELIGHTS!



starring
JUDY GARLAND

Hear beloved Judy sing
"OVER THE RAINBOW"
and many others

TWO YEARS TO PLAN IT!
NOTHING TO EQUAL
THE JOY, THE MAGIC,
THE FUN AND SONGS...
ALL IN WONDROUS
COLOR BY
TECHNICOLOR
GREAT ON THE
WIDE SCREEN!

AMAZING SIGHTS TO SEE!
THE TORNADO
Actual photographs of the inside of the tornado that whirled Dorothy to a land more excitingly real than life itself!

MUNCHKINLAND
A whole city in miniature populated entirely by hundreds of midgets gathered from 42 cities in 23 states!

HORSE OF DIFFERENT COLOR
Ever see a blue horse? Ever see a green horse? You will... when you see this magic "horse of a different color!"

Startling BALLOON ASCENT
Up in the stratosphere! What lies beyond the stars? See the glistening Emerald City... the wonderful Palace of Glass!

FLYING MONKEYS

TREES THAT TALK AND THROW APPLES

MORE! MORE!! MORE!!!

9200 LIVING ACTORS THRILL YOU!

The WIZARD OF OZ

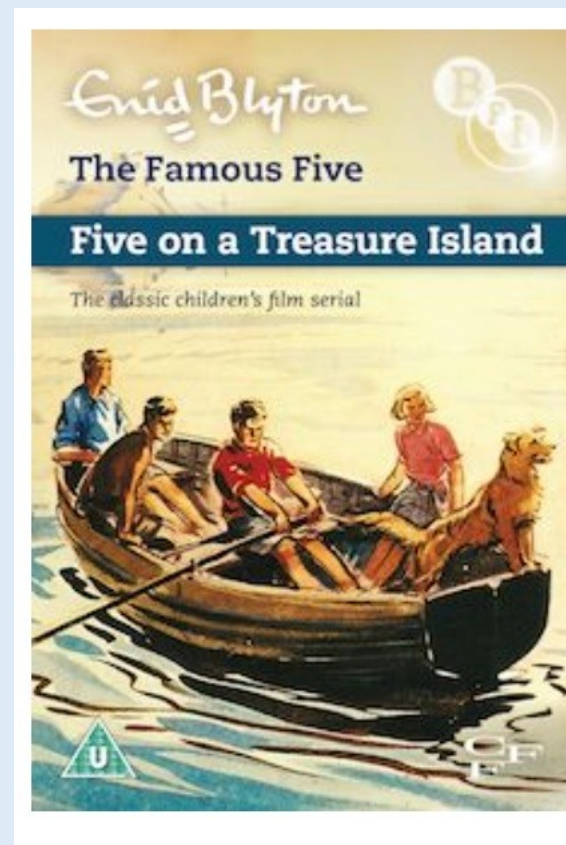


with **FRANK MORGAN · RAY BOLGER
BERT LAHR · JACK HALEY**
BILLIE BURKE · MARGARET HAMILTON · CHARLEY GROPEWIN
and the Munchkins · Screen Play by Neal Langley,
Florence Ryerson and Edgar Allan Woolf · From the book by
L. Frank Baum · A VICTOR FLEMING Production · Produced by
MERVYN LE ROY · Directed by VICTOR FLEMING
AN M-G-M MASTERPIECE REPRINT

Songs
to Make You Sing and Dance to
Harold Arlen and E. Y. Harburg
"Over the Rainbow"
"If I Only Had a Brain"
"We're Off to See the Wizard"
"The Merry Old Land of Oz"
"Ding Dong"
"If I Were King of the Forest"

THEATRE

AD MAT No. 501



The Famous Five: Five on a Treasure Island (DVD)

Be the first to review this product

£9.99

Julian, Dick, Ann, Georgina and Timmy the dog investigate the secret of a mysterious shipwreck in the first of Enid Blyton's ripping adventures

- 1 +

ADD TO BASKET



Details

The holidays have finally arrived and Julian, Dick and Ann are looking forward to spending a long hot summer with their feisty tomboy cousin Georgina – or George as she prefers to be known. But picnics and bike rides are put on hold when George and her new pal Timmy the dog share the secret of a mysterious shipwreck with the not al

Adapted
adventu
hersel
secret
Film F
perform
every

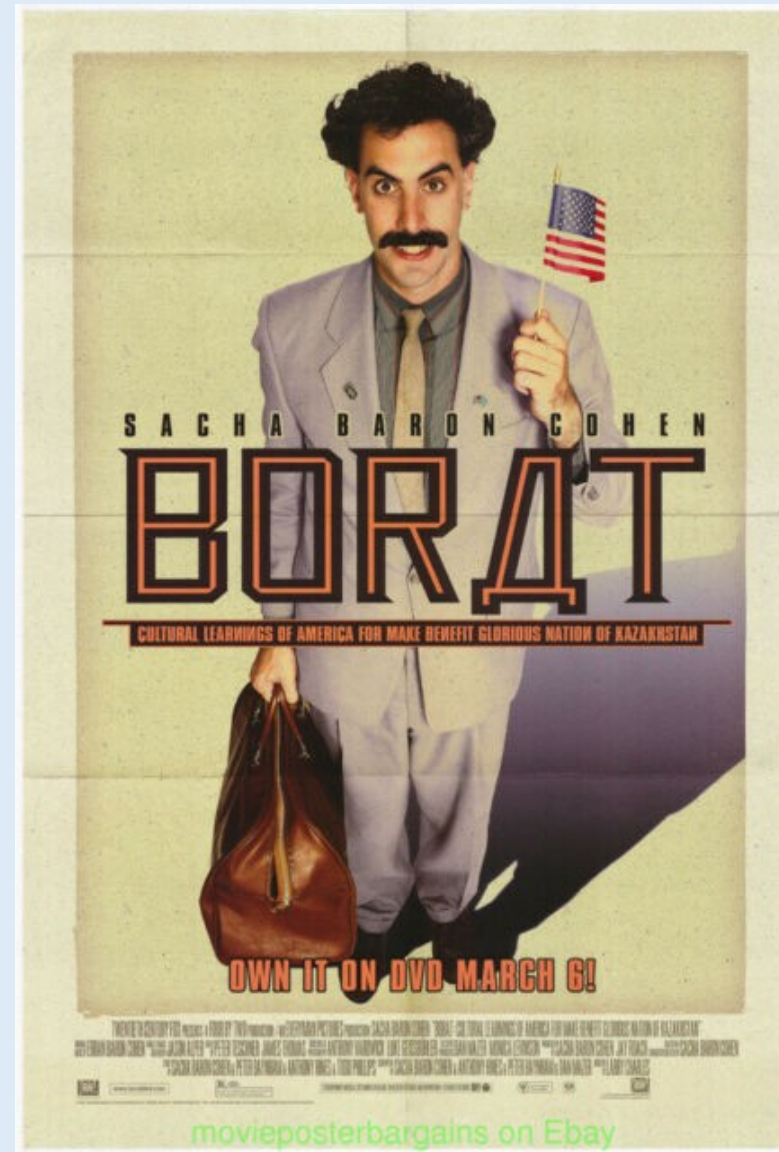
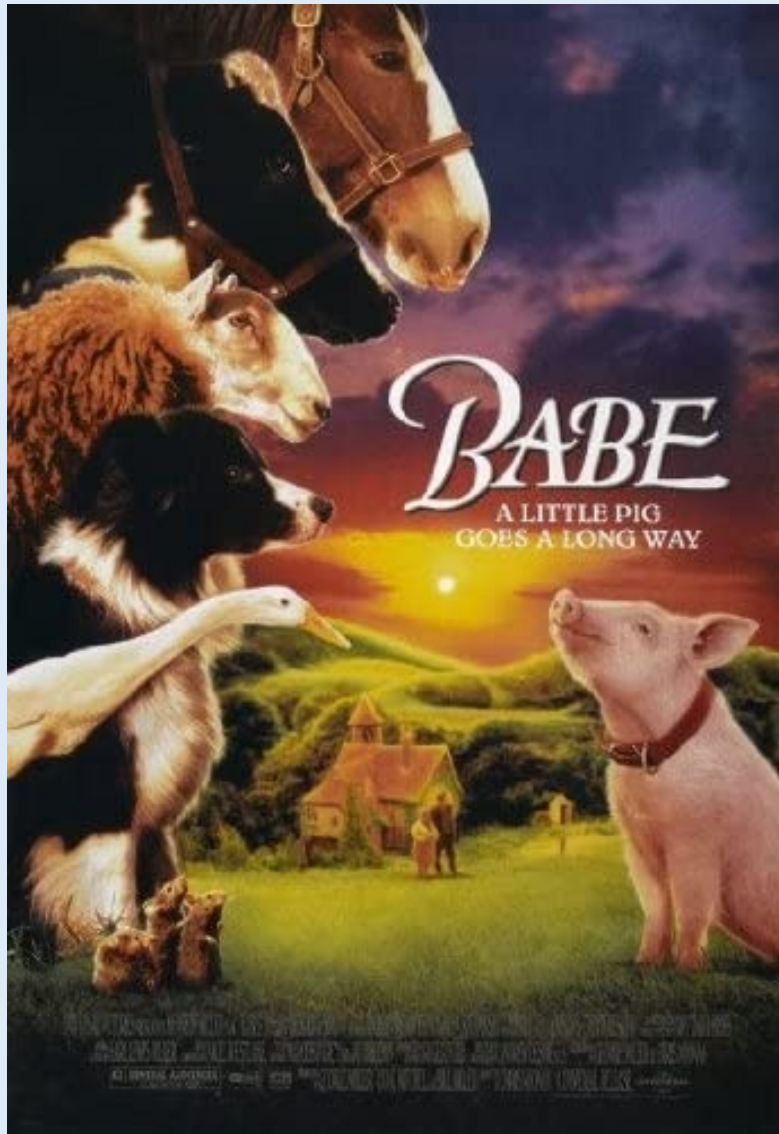
Extras



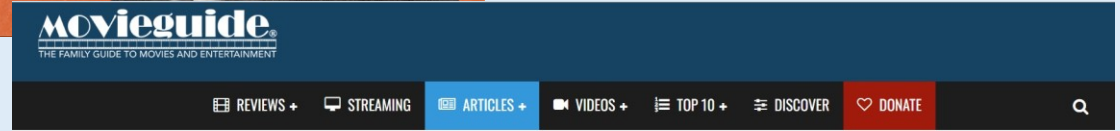
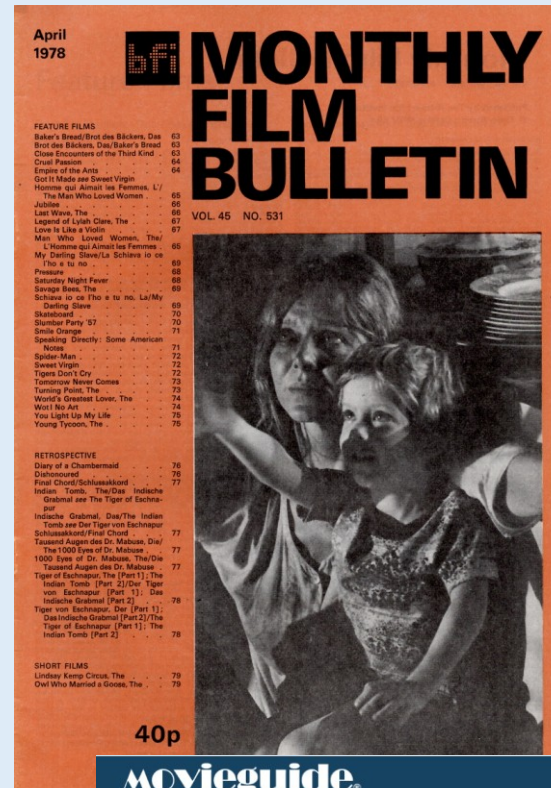
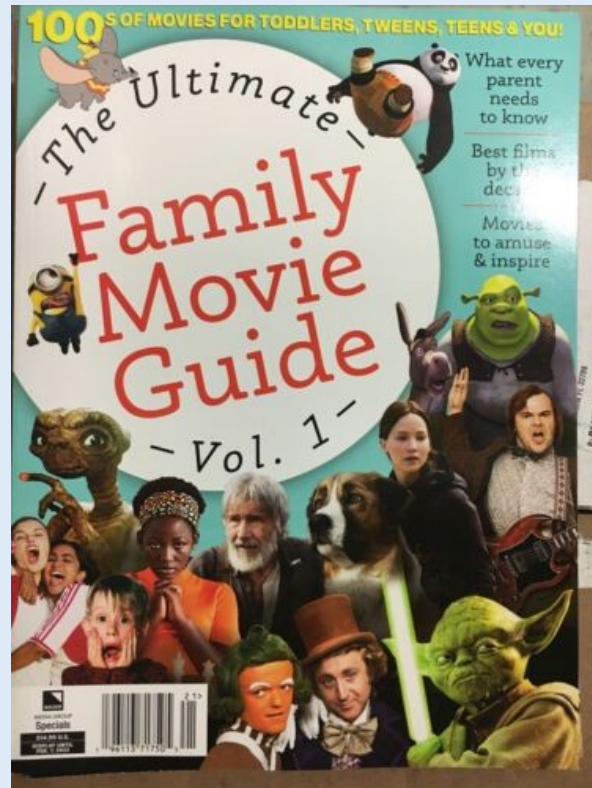
Dětský film: marketing a distribuční strategie

Dětský film: **marketing a distribuční strategie**
TENNIS BUDDIES (2018, r. Sohail Tatar)





Dětský film: **cenzura a udržitelná klasifikace**



PARENTING



Netflix's Jeffrey Dahmer Show Re-Traumatizes Victims' Families and

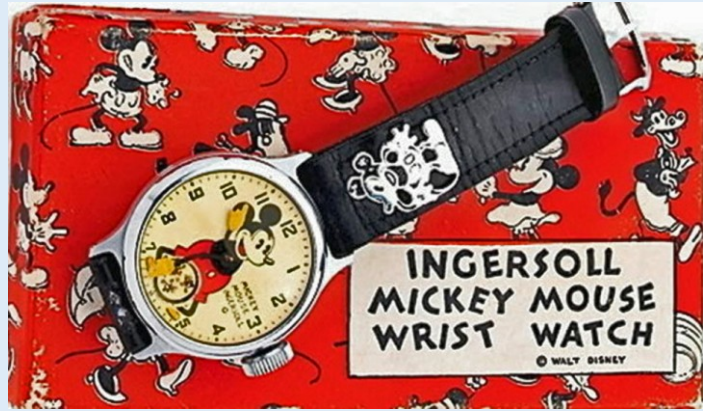


Is More Screen Time Turning the Next Generation Blind?



3 Reasons Why Parents Must Teach Their Children Media Wisdom

Dětský film: kritické přijetí

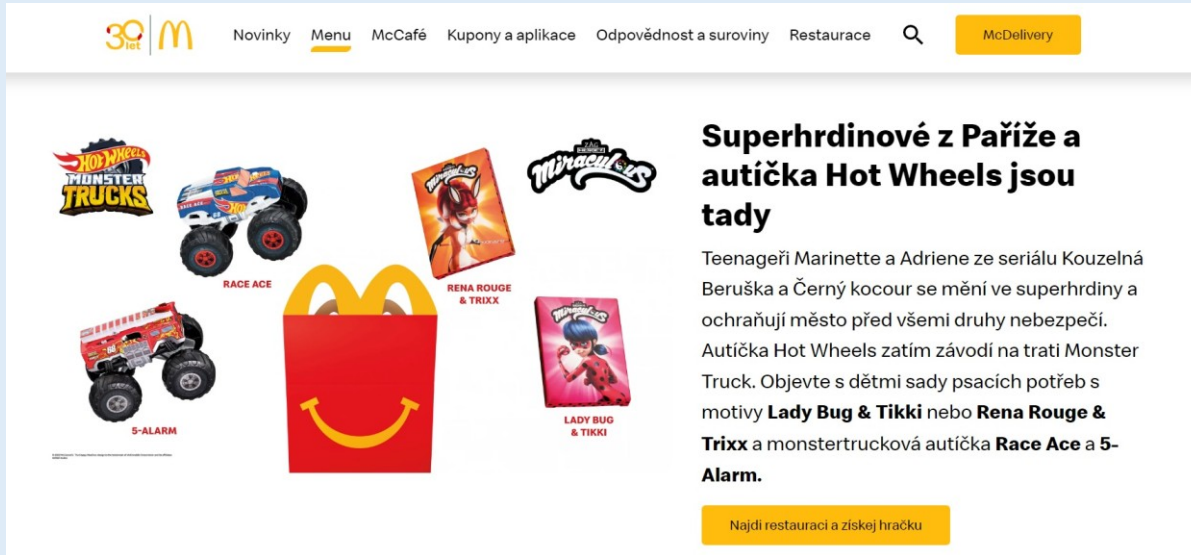




Kay Kamen and Walt Disney circa 1934



Dětský film: merchandising

Dětský film: merchandising

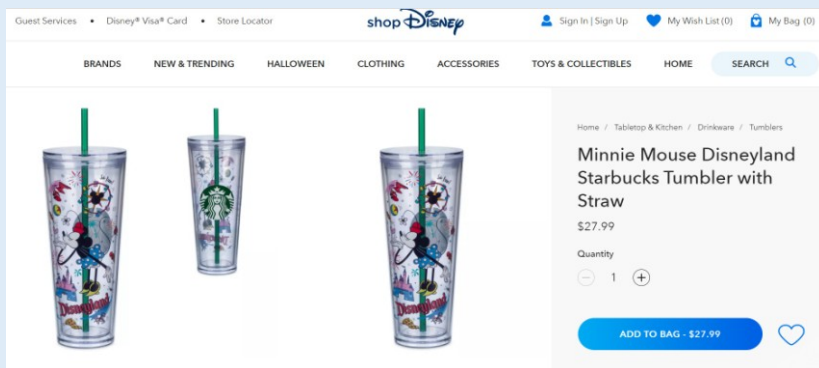


30 let |  Novinky Menu McCafé Kupony a aplikace Odpovědnost a suroviny Restaurace  [McDelivery](#)


Superhrdinové z Paříže a autička Hot Wheels jsou tady

Teenageři Marinette a Adriene ze seriálu Kouzelná Beruška a Černý kocour se mění ve superhrdiny a ochraňují město před všemi druhy nebezpečí. Autička Hot Wheels zatím závodí na trati Monster Truck. Objevte s dětmi sady psacích potřeb s motivy **Lady Bug & Tikki** nebo **Rena Rouge & Trixx** a monstertrucková autička **Race Ace** a **S-Alarm**.

[Najdi restauraci a ziskej hračku](#)



Guest Services • Disney® Visa® Card • Store Locator [shop Disney](#) [Sign In](#) | [Sign Up](#) [My Wish List \(0\)](#) [My Bag \(0\)](#)

BRANDS NEW & TRENDING HALLOWEEN CLOTHING ACCESSORIES TOYS & COLLECTIBLES HOME [SEARCH](#) 

Home / Tabletop & Kitchen / Drinkware / Tumblers

Minnie Mouse Disneyland Starbucks Tumbler with Straw

\$27.99

Quantity

[ADD TO BAG - \\$27.99](#) [❤️](#)



Butterbeer Frappuccino | Starbucks Secret Menu



Share [f](#) [t](#) [p](#) [g](#)

Starbucks Butterbeer Frappuccino
Recipe on StarbucksSecretMenu.net

Latest Recipes

- FUN POP CULTURE FRAPPUCCINOS
Cinderella Latte | Starbucks Secret Menu
- FRUITY FRAPPUCCINOS
Tie Dye Frappuccino | Starbucks Secret Menu
- SECRET DRINKS
Rainbow Refresher | Starbucks Secret Menu



Dětský film: **merchandising**

Obecná identita dětských filmů

Noel Brown:

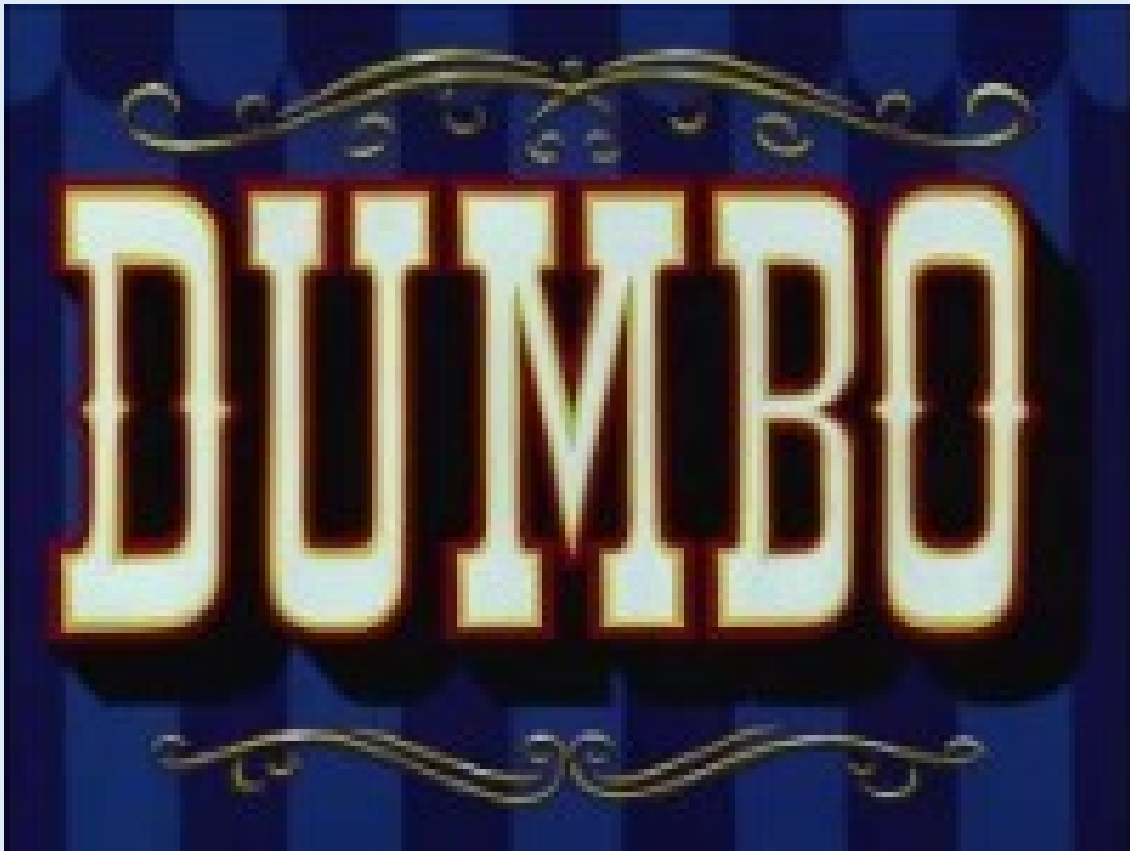
- producenti, distributoři a marketéři nebo obchodní agenti
- kontrolní asociace
- obchodníci s merchandisingem
- předvádění (kina, tv, festivaly)

Bettina Kümmerling-Meibauer:

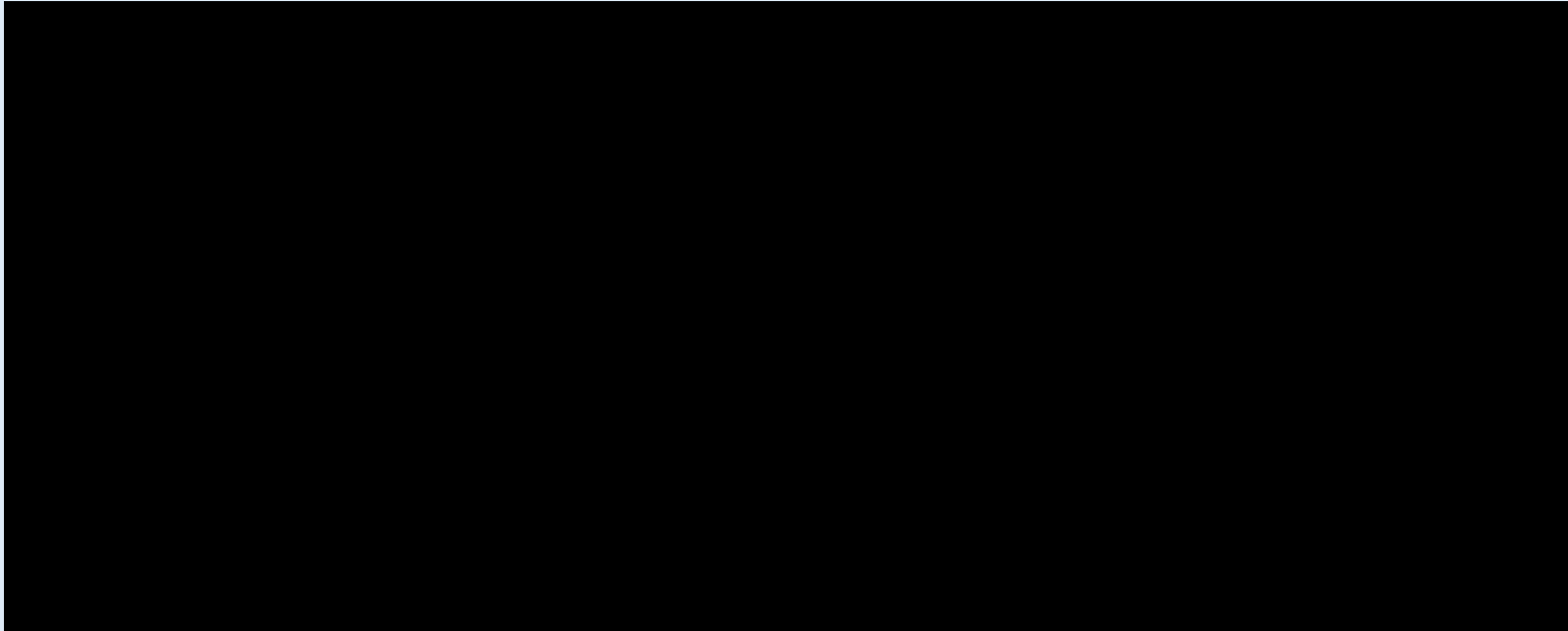
- účinky paratextů a současné dětské filmy; „*metafilmové povědomí*“ (metafilmic awareness) = schopnost rozlišovat mezi filmovými paratexty a samotným filmem

Dětský film: *metafilmové povědomí*
DUMBO (r. Ben Sharpsteen, 1941)

význam úvodní vs. závěrečné sekvence



Dětský film: metafilmové povědomí
PHOEBE V ŘÍŠI DIVŮ (2008, r. Daniel Barnz)



БОГАТЫР НИКИТА
(Kaščeј Bessmertnyj)

Režie: Alexandr Rou

SSSR, 1938
53 minut

3. 10. v 18:00, C34



Г. Григорьева
А. Ширшов
Г. Милляр