



## **Finding the Force of the Star Wars Franchise: Fans, Merchandise, and Critics (Popular Culture and Everyday Life)**

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## Finding the Force of the Star Wars Franchise: Fans, Merchandise, and Critics (Popular Culture and Everyday Life)

In 1977 a single film called *Star Wars* exploded on the consciousness of the world. Since then the franchise, created by George Lucas, has become a global entertainment corporation. The merchandise of the original trilogy was largely confined to toys and games, but those games have since become computerized, the toys more sophisticated, and *Star Wars* has moved into the multi-media environment of the twenty-first century in ways unimaginable in the long-ago world of 1977. Computer games and web sites, novels, animated television shows, as well as a new trilogy of films, have all placed *Star Wars* at the center of world popular culture.

*Finding the Force of the Star Wars Franchise* brings together contributors who critically analyze the *Star Wars* universe from many perspectives. Topics include war, foreign policy, gender roles, spirituality and religion, toy play and adult collecting, creative fandom, race, special effects, and mythology.



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