In her talk, Dr. Goggin will discuss a genre of disaster film from the 1970s that began with *The Poseidon Adventure* (1972), *The Towering Inferno*, and *Earthquake* (both 1974). These films distinguished themselves from the horror and disaster movies of the 50s and 60s through technological advances such as ‘Sensurround’, as well as their urban realism and the seeming plausibility of their scenarios. In this new subgenre, cruise ships were capsized by storms; fires broke out in buildings; or the real threat of a major earthquake in L.A. materialized, without the involvement of monsters or other fantastic plot devices. Borrowing from Naomi Klein’s *Shock Doctrine* (2007), Dr. Goggin will also read the disaster film of the 70s as part of a program of catastrophe normalization that culminated in many viewers’ initial misreading of 9/11 footage as a scene from a disaster movie. While not suggesting a conspiracy theory about Hollywood film and capitalist politics, she will argue that capitalism has enjoyed a long and profitable relationship with catastrophe since its beginnings, and that this recent turn expresses itself in new kinds of cultural products like disaster movies that premedicate catastrophe.

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