

Hemingway And the Mechanism of Fame



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From Booklist

Ernest Hemingway was a literary celebrity before he turned 30, and his star has never faded. This collection of miscellany is smartly presented with the idea that Hemingway was not merely the author of novels and short stories, but also of a literary life where every utterance illuminates his reputation, for better or worse. "Ernest Hemingway's best invented fictional character was Ernest Hemingway," writes veteran scholar and bibliophile Brucoli, who, with his coeditor, draws on materials that range from a book review Hemingway published in 1922 to blurbs for the likes of George Plimpton written four decades later. The editors offer occasional guidance and comment--"There comes a point when great writers should shut up," Brucoli allows--but generally the pieces speak for themselves. General readers may find much of this ephemera a bit arcane. Yet any collection with an interest in the literary politics of the twentieth century, and some rare raw materials of Hemingway's self-mythologizing, will find this to be a convenient and valuable supplement to the main events of this writer's work. Steve Paul

Product Description

Ernest Hemingway was famous for being famous. He assiduously cultivated different and sometimes divergent personae—sportsman, soldier, aesthete, patriot, drinker, womanizer, intellectual, anti-intellectual, sage, brawler, world traveler, war correspondent, big-game hunter, and even author—each chosen to foster his place in the American cultural consciousness and support the sales of his books. In every role he projected the insider's air of authority and expertise that was presumed credible, even when not wholly deserved. His success in these self-legendizing efforts to couple nonliterary celebrity with literary stature is evident in his continued fame among those familiar and unfamiliar with his books.

Hemingway and the Mechanism of Fame assembles Hemingway's public writings about himself, all framed as documents of support for or criticism of other people and other products. Comprising fifty-four public statements and letters; twenty introductions, forewords, and prefaces; and twenty-nine book blurbs, reviews, and product endorsements, the collection chronicles the means by which Hemingway advanced his own standing through these literary and extraliterary writings.

From his commercial endorsements for the Parker 51 pen and Ballantine ale to his Nobel Prize acceptance statement and commentary on President Kennedy's inauguration, Hemingway shows himself to be an expert marketing strategist, infusing each piece with thoughtfully crafted autobiography designed to engage his public and promote his image. Arranged in chronological order and spanning more than forty years, the selections in this volume map the development of Hemingway's most complex, studied, criticized, parodied, and celebrated fictional character: Ernest Hemingway himself.

BY amazon

http://www.amazon.com/Hemingway-Mechanism-Fame-Introductions-Endorsements/dp/1570035997/sr=8-1/qid=1160751417/ref=pd_bbs_1/104-8510063-1287926?ie=UTF8

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