

1. Record Nr.	UNINA9910163919203321
Autore	Gordon Ian <1954-, >
Titolo	Superman : The Persistence of an American Icon // Ian Gordon
Pubbl/distr/stampa	New Brunswick, NJ : , : Rutgers University Press, , [2017] ©2017
ISBN	0-8135-8753-0 0-8135-8754-9
Descrizione fisica	1 online resource (xii, 210 pages)
Collana	Comics Culture
Classificazione	SOC022000PER004030LIT017000CGN007000SOC018000LIT004020
Disciplina	741.5/973
Soggetti	Superman (Comic strip) Superheroes - Social aspects Heroes in mass media Myth in mass media Popular culture - United States - History Comic books, strips, etc - United States - History and criticism LITERARY CRITICISM / American / General SOCIAL SCIENCE / Men's Studies COMICS & GRAPHIC NOVELS / Nonfiction LITERARY CRITICISM / Comics & Graphic Novels PERFORMING ARTS / Film & Video / History & Criticism SOCIAL SCIENCE / Popular Culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- CONTENTS -- Acknowledgments -- SUPERMAN -- Introduction. The Persistence of an American Icon -- Chapter One. Superman Mythos and History -- Chapter Two. Ideology and Morality -- Chapter Three. Superman: The Object of Nostalgia -- Chapter Four. Production, Authorship, and Ownership -- Chapter Five. Readers and Audiences -- Chapter Six. Superman the Brand and Beyond -- Epilogue -- Notes -- Bibliography -- Index
Sommario/riassunto	After debuting in 1938, Superman soon became an American icon. But why has he maintained his iconic status for nearly 80 years? And how

can he still be an American icon when the country itself has undergone so much change? *Superman: Persistence of an American Icon* examines the many iterations of the character in comic books, comic strips, radio series, movie serials, feature films, television shows, animation, toys, and collectibles over the past eight decades. Demonstrating how Superman's iconic popularity cannot be attributed to any single creator or text, comics expert Ian Gordon embarks on a deeper consideration of cultural mythmaking as a collective and dynamic process. He also outlines the often contentious relationships between the various parties who have contributed to the Superman mythos, including corporate executives, comics writers, artists, nostalgic commentators, and collectors. Armed with an encyclopedic knowledge of Superman's appearances in comics and other media, Gordon also digs into comics archives to reveal the prominent role that fans have played in remembering, interpreting, and reimagining Superman's iconography. Gordon considers how comics, film, and TV producers have taken advantage of fan engagement and nostalgia when selling Superman products. Investigating a character who is equally an icon of American culture, fan culture, and consumer culture, *Superman* thus offers a provocative analysis of mythmaking in the modern era.
