

1. Record Nr.	UNINA9910784110003321
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Titolo	Andy Kaufman [[electronic resource]] : wrestling with the American dream / / Florian Keller
Pubbl/distr/stampa	Minneapolis, Minn., : University of Minnesota Press Bristol, : University Presses Marketing [distributor], 2005
ISBN	0-8166-9742-6
Descrizione fisica	1 online resource (212 p.)
Disciplina	792.7028092
Soggetti	Comedians
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references, filmography and index.
Nota di contenuto	Contents; Preface; Acknowledgments; 1. Funny or Not; 2. The Limits of Transgression; Interlude: The American Dream; Epitaph; Notes; Bibliography; Filmography; Index
Sommario/riassunto	Taking as his starting point the 1999 biopic Man on the Moon, Florian Keller explores Andy Kaufman's career within a broader discussion of the ideology of the American Dream, grasping Kaufman's radical agenda beyond avant-garde theories of transgression. Presenting readings of Kaufman's most significant performances, Keller shows how he mounted a critique of America's obsession with celebrity and individualism.