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Titolo	Publishing in Joyce's Ulysses [[e-book] ] : newspapers, advertising and printing // edited by William S. Brockman, Tekla Mecsnober, Sabrina Alonso
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Descrizione fisica	1 online resource (246 pages) : illustrations, maps
Collana	European Joyce Studies, , 0923-9855 ; ; Volume 26
Disciplina	823.912
Soggetti	Publishers and publishing in literature Newspapers in literature Advertising in literature Printing in literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Matter -- Contents -- Introduction -- Chapter 1: George Newnes' s Most Entertaining Publication / Judith Harrington -- Chapter 2: Bloom, the Dandy, the Nymph and the Old Hag: Tit-Bits and Photo Bits, Reflections of the Victorian Press in James Joyce's Ulysses / Elisabetta d'Erme -- Chapter 3: Types of News Events / Fritz Senn -- Chapter 4: Newspapers, Print, Language: Steganography in Joyce / Jolanta Wawrzycka -- Chapter 5: Classified Advertising in Joyce / David Spurr -- Chapter 6: "But Who Was Gerty?" Intertextuality and the Advertising Language of "Nausicaa" / Matthew Hayward -- Chapter 7: Advertising in Ulysses / Sabrina Alonso -- Chapter 8: "Aeolus" – A Sightseeing Tour / Harald Beck -- Chapter 9: "Aeolus", Interrupted: Heady Headlines and Joycean Negotiations of Closure / Tamara Radak -- Chapter 10: The Self-Reflexive Text of "Aeolus" / Sangam MacDuff -- Chapter 11: "Clio' s Clippings": From Newspaper to Press Cutting / William S. Brockman -- Chapter 12: The Ineluctable Modernity of the Visible: The Typographic Odyssey of Ulysses in Interwar Print Culture / Tekla Mecsnober.
Sommario/riassunto	Appearing in an era of rapid change in the printing and publishing

industries, James Joyce's *Ulysses* exploited and exemplified those industries to the degree that the book can be seen as a virtual museum of 1904 media. *Publishing in Joyce's "Ulysses": Newspapers, Advertising and Printing*, edited by William S. Brockman, Tekla Mecsnober and Sabrina Alonso, gathers twelve essays by Joyce scholars exploring facets of those trades that pervade the substance of the book. Essays explore the book's incorporation of mass-market weekly magazines, contemporary advertising slogans, newspaper clippings, the "Aeolus" episode's printing office and the varied typographic styles of successive editions of *Ulysses*. Placing Joyce's work in its historical milieu, the collection offers a fresh perspective on modern print culture. Contributors are: Sabrina Alonso, Harald Beck, William S. Brockman, Elisabetta d'Erme, Judith Harrington, Matthew Hayward, Sangam MacDuff, Tekla Mecsnober, Tamara Radak, Fritz Senn, David Spurr, Jolanta Wawrzycka.

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