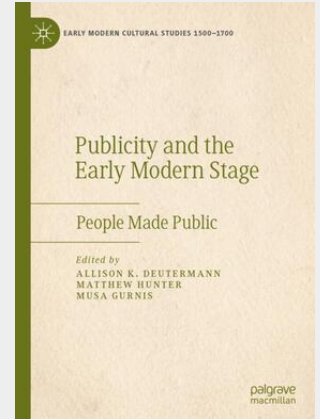


## Publicity and the Early Modern Stage

People Made Public

What did publicity look like before the eighteenth century? What were its uses and effects, and around whom was it organized? The essays in this collection ask these questions of early modern London. Together, they argue that commercial theater was a vital engine in celebrity's production. The men and women associated with playing—not just actors and authors, but playgoers, characters, and the extraordinary local figures adjunct to playhouse productions—introduced new ways of thinking about the function and meaning of fame in the period; about the networks of communication through which it spread; and about theatrical publics. Drawing on the insights of Habermasian public sphere theory and on the interdisciplinary field of celebrity studies, *Publicity and the Early Modern Stage* introduces a new and comprehensive look at early modern theories and experiences of publicity.

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**149,79 €**

139,99 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

**Artikelnummer:** 9783030523312

**Medium:** Buch

**ISBN:** 978-3-030-52331-2

**Verlag:** Springer International Publishing

**Erscheinungstermin:** 08.05.2021

**Sprache(n):** Englisch

**Auflage:** 1. Auflage 2021

**Serie:** Early Modern Cultural Studies  
1500–1700

**Produktform:** Gebunden

**Gewicht:** 518 g

**Seiten:** 294

**Format (B x H):** 153 x 216 mm

