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Superman: The Persistence of an American Icon (Comics Culture)

Ian Gordon
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Ian Gordon : Superman: The Persistence of an American Icon (Comics Culture) before purchasing it in order to gage whether or not it would be worth my time, and all praised Superman: The Persistence of an American Icon (Comics Culture):

0 of 0 people found the following review helpful. Persistently SmartBy Paul WThis book makes a convincing case for Superman's centrality to twentieth-century US culture. The conclusions are fair, measured, and based on extensive evidence, and the writing is clear and engaging. Smart research and a killer read - Ian Gordon's book is a substantial

achievement!

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 Supermans 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 Supermans 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 Supermans 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.

"With a fan's instincts and a scholars passion, Ian Gordon delivers a highly readable and insightful treatment of the comic book and cinematic Superman, the most American of superheroes."