



AMERICAN ICONOGRAPHIC (Paperback)

By Stephanie L Hawkins

University of Virginia Press, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book. In an era before affordable travel, National Geographic not only served as the first glimpse of countless other worlds for its readers, but it helped them confront sweeping historical change. There was a time when its cover, with the unmistakable yellow frame, seemed to be on every coffee table, in every waiting room. In American Iconographic, Stephanie L. Hawkins traces American Geographic s rise to cultural prominence, from its first publication of nude photographs in 1896 to the 1950s, when the magazine s trademark visual and textual motifs found their way into cartoon caricature, popular novels, and film trading on the romance of the magazine s distinctive visual fare. National Geographic transformed local color into global culture through its production and circulation of readily identifiable cultural icons. The adventurer-photographer, the exotic woman of color, and the intrepid explorer were part of the magazine s institutional aesthetic, a visual and textual repertoire that drew upon popular nineteenth-century literary and cultural traditions. This aesthetic encouraged readers to identify themselves as members not only in an elite society but, paradoxically, as both Americans and global citizens. More...



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