NICHOLAS VAZSONYI presents

RICHARD WAGNER:

SELF- PROMOTION AND THE MAKING OF A BRAND?

THURSDAY, SEPTEMBER 16, 2010

GERBER LOUNGE IN THE ENGLISH PHILOSOPHY BUILDING (EPB)

Professor Vazsonyi will address the extent to which the techniques Wagner used to attract an audience were special and the ways in which we might reconcile the thesis that Wagner created a brand with the composer’s claim that his aesthetic agenda emphasized the sanctity and purity of art.

NICHOLAS VAZSONYI is Professor of German and Comparative Literature at the University of South Carolina.