

Edited by Peter Swirski, Tero Eljas Vanhanen

The Art of Artertainment

Nobrow, American Style

SERIES IN ART

Summary

Artertainment is more than a novel aesthetic term reflecting the fact that art and entertainment have cross-pollinated each other throughout history. It is a creative strategy that purposely intertwines highbrow and lowbrow aesthetics in the name of reaching the connoisseurs and the masses. *The Art of Artertainment* sets out to unravel the jumble of aesthetic faultlines and prejudices found wherever we find artistic crossovers—which is to say, everywhere. Revisionist, iconoclastic, and artertaining in its own right, it provides a new framework for the analysis of American nobrow culture from the Colonial times to the digitally turbocharged present.

About the editor

Peter Swirski is a Canadian literary and cultural critic featured in *Canadian Who's Who*. Currently Senior Research Associate at the Wirth Institute at the University of Alberta, Canada, and Honorary Professor of American Literature and Culture at Jinan University, China, he was formerly Distinguished Professor of American Studies and American Literature at SYSU in China, and Professor and Research Director at Europe's elite Helsinki Institute for Advanced Studies in Finland.

He has published extensively on contemporary American literature and culture, including popular fiction and popular culture, winning critical awards and attracting praise ranging from the *Financial Times* to the *TLS*. Among his nineteen books, the groundbreaking *From Lowbrow to Nobrow* is a staple of popular culture studies, joined more recently by *American Crime Fiction: A Cultural History of Genre Literature as Art* and *When Highbrow Meets Lowbrow: Popular Culture and the Rise of Nobrow*. He has given keynotes and lectures on all continents of the world save Africa, in 2012 delivering a plenary at UNE's Institute for Global Humanities alongside Noam Chomsky. He has also made multiple television appearances in Europe, Russia, the United States, and Hong Kong, as well as on the BBC World Service with audiences of 200 million worldwide.

Tero Eljas Vanhanen is a literary scholar and cultural critic specializing in the role of emotions in art, entertainment, and artertainment, as well as in the study of the fissures and affinities between elite and popular culture. Currently, he is a teacher and researcher in Comparative literature at the Universities of Turku and Helsinki. He teaches subjects ranging from Aristotle's poetics to contemporary popular culture to the problem of evil in literary history. He is a member of the board of Young Academy Finland, an elite invitation-only division of the Finnish Academy of Science and Letters. Previously, he was a Fulbright Scholar at the University of California, Berkeley. He is the co-editor (with Peter Swirski) of *When Highbrow Meets Lowbrow: Popular Culture and the Rise of Nobrow*. His articles have appeared in journals such as *Philosophy and Literature*, *SubStance*, and *The Journal of American Studies*. He has also contributed to several scholarly collections, including *Values of Literature* in Brill's *Value Inquiry* Book Series. Outside the academia, he is a rhetoric coach hosting workshops for businesses and organizations on how to utilize storytelling and post-classical rhetoric to achieve their communication goals.

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