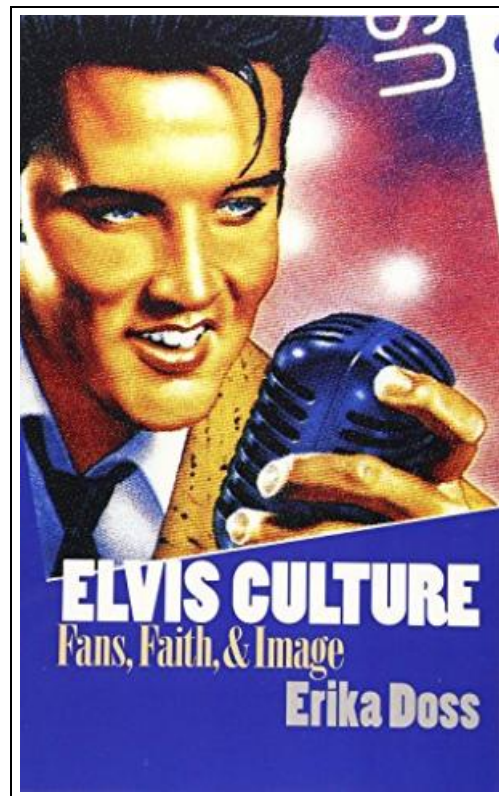


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Reviews

These types of publication is the greatest publication available. It really is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Prof. Lenna Beatty III)

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University Press of Kansas Lawr, Lawrence. Softcover. Condition: New. 290 pages. Softcover. New book. CULTURE. It doesn't matter how you remember him--rockabilly rebel, all-American boy, B-movie idol, patriotic G.I., or Las Vegas superstar. Elvis Presley is the most enduring image in American popular culture. This book explains why. Other authors have explored Elvis's life and music, but Erika Doss now examines his multifaceted image as the key to understanding the adulation that has survived his death. She has talked with fans and joined their clubs, studied their creations and made pilgrimages to Graceland, all to explore what these images mean to those who gaze upon them, make them, and collect them. In researching Elvis Culture, Doss discovered that the visual image of Elvis endures because it was so carefully constructed from the start. Sifting through the visual glut of Elvisiana, she looks at how fans collect, arrange, and display Elvis paraphernalia, make Elvis artwork, and participate in the annual August rituals of Elvis Week. By engaging in these acts, she explains, they continually reinvent Elvis to mesh with their own personal and social preferences and to keep his memory alive. Doss examines Elvis in specific contexts: as a religious icon honored in household shrines, as a focus of sexual fantasy for women and men (both straight and gay), as an inspiration for countless impersonators, and as an emblem of whiteness held in disdain by many blacks--despite his having crossed racial lines with his music. She also looks at how Elvis has become a sanitized, legally protected image controlled by Elvis Presley Enterprises, Inc., which bans the sale of black velvet paintings and licenses his likeness around the world. As engrossing as it is informative, *Elvis Culture* strikingly demonstrates the power of the visual image in our culture and reveals much...

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