



El secreto de la fama (Spanish Edition)

By Gabriel Zaid

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Recomiendo vivamente al lector las estimulantes reflexiones del poeta y ensayista mexicano Gabriel Zaid, autor de obras que he leído siempre con interés. La noción de fama va ligada a la de visibilidad creada por la industria cinematográfica y televisiva, y potenciada por internet. La ubicuidad de la imagen cubre y suplanta el valor de la obra que representa. Lo que cuenta no es esta sino el autor, y que es el autor sino la imagen cuidadosamente retocada con maquillaje en el plato televisivo o la postura ensimismada del fotógrafo de servicio, difundida en la prensa o por la propaganda del editor? Hoy día es casi imposible publicar algo sin la foto logotipo. Basta hojear las páginas de cualquier suplemento cultural de los periódicos más conocidos del mundo para topar con el reclamo de un autor cuya mirada trascendente o pose rodinescopensativa trata de transmitir al lector la presunta intensidad de lo escrito.

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El secreto de la fama (Spanish Edition) By Gabriel Zaid Bibliography

- Rank: #9499002 in Books
- Published on: 2013-10-05
- Original language: Spanish
- Binding: Paperback
- 168 pages

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