

## DAVID GARRICK AND THE MEDIATION OF CELEBRITY

What happens when an actor owns shares in the stage on which he performs and the newspapers that review his performances? Celebrity that lasts over 240 years. From 1741, David Garrick dominated the London theatre world as the progenitor of a new 'natural' style of acting. From 1747 to 1776, he was a part-owner and manager of Drury Lane, controlling most aspects of the theatre's life. In a spectacular foreshadowing of today's media convergences, he also owned shares in newspapers including the *St. James's Chronicle* and the *Public Advertiser*, which advertised and reviewed Drury Lane's theatrical productions. This book explores the nearly inconceivable level of cultural power generated by Garrick's entrepreneurial manufacture and mediation of his own celebrity. Using new technologies and extensive archival research, this book uncovers fresh material concerning Garrick's ownership and manipulation of the media, offering timely reflections for theatre history and media studies.

LESLIE RITCHIE is Associate Professor of English Literature at Queen's University, Ontario. She is the recipient of a Social Sciences and Humanities Research Council of Canada grant and has received fellowships at the Houghton Library, Harvard, and the Folger Shakespeare Library for her work on David Garrick. Ritchie's previous work includes *Women Writing Music in Late Eighteenth-Century England* (2008; 2016).

Cambridge University Press  
978-1-108-47587-7 — David Garrick and the Mediation of Celebrity  
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Frontmatter  
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LESLIE RITCHIE

*Queen's University, Ontario*



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[More Information](#)

**CAMBRIDGE**  
 UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom  
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA  
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia  
 314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India  
 79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.  
 It furthers the University's mission by disseminating knowledge in the pursuit of  
 education, learning and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)  
 Information on this title: [www.cambridge.org/9781108475877](http://www.cambridge.org/9781108475877)  
 DOI: 10.1017/9781108661942

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First published 2019

Printed in the United Kingdom by TJ International Ltd. Padstow Cornwall

*A catalogue record for this publication is available from the British Library.*

*Library of Congress Cataloging-in-Publication Data*

NAMES: Ritchie, Leslie, 1970- author.

TITLE: David Garrick and the mediation of celebrity / Leslie Ritchie.

DESCRIPTION: Cambridge, United Kingdom; New York, NY : Cambridge University Press, 2019. |  
 Includes bibliographical references and index.

IDENTIFIERS: LCCN 2018042528 | ISBN 9781108475877 (hardback : alk. paper) |  
 ISBN 9781108469197 (paperback : alk. paper)

SUBJECTS: LCSH: Garrick, David, 1717-1779. | Mass media and theater—England—  
 London—History—18th century.

CLASSIFICATION: LCC PN2593 .R58 2019 | DDC 792.02/8092—DC23  
 LC record available at <https://lccn.loc.gov/2018042528>

ISBN 978-1-108-47587-7 Hardback

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## *Acknowledgements*

Warm thanks are due to the many people, institutions and organizations who supported the writing of this book. A Social Sciences and Humanities Research Council of Canada grant funded my archival research and the presentation of this work at conferences. The scholars of the Canadian and American Societies for Eighteenth-Century Studies, and the participants at the “Garrick and Shakespeare” conference arranged by Richard Wilson at Kingston University, have my earnest thanks for their discussions of and contributions to my research. I was fortunate to benefit from a sabbatical granted by Queen’s University, Ontario, and from research fellowships at Harvard University’s Houghton Library and the Folger Shakespeare Library, and enjoyed working in those lively research communities.

I am grateful for the kind assistance of librarians at the British Library, the National Art Library at the Victoria and Albert Museum, the Huntington Library, the Folger Shakespeare Library, the University of North Carolina Chapel Hill Research Collections, the Harry Ransom Center, the Garrick Club, and Harvard University’s Hyde and Theatre Collections. Thanks to Queen’s University’s librarians, who support research in the eighteenth century by maintaining subscriptions to databases and journals in this field, by continuing to build our rare books collection, and by bringing the library into the classroom.

Thanks to my savvy research assistants Maya Bielinski, Elizabeth Brown, Katie Hunt and Emily Leach for their work on the databases and spreadsheets that made it possible to discern Garrick’s degree of representation in the media. I am grateful to my Queen’s colleagues, particularly Shelley King, John Pierce and F.P. Lock, with whom I’ve discussed various aspects of the book. Thanks also to April London, for timely advice; to Peter Walmsley, for continued support; and to Una D’Elia, for many conversations. Kate Brett at Cambridge University Press was a stalwart champion of this book, and she has my deep gratitude. Thanks to Eilidh Burrett for her help throughout the publishing process.



*Acknowledgements*

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Lisa DeBoer prepared the index. Thanks to Damian Love, copy-editor, and to Lisa Sinclair, content manager, for their assistance. I appreciate the generous comments and criticisms offered by the anonymous peer reviewers.

The best saved for last: my love and thanks to my family, and especially to Brian, Owen and Alec.

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