

## NOSTALGIA IN PRINT AND PERFORMANCE, 1510–1613

For many people in early modern England, the Reformation turned the past into another country: the ‘merry world’. Nostalgia for this imaginary time, both widespread and widely contested, was commodified by a burgeoning entertainment industry. This book offers a new perspective on the making of ‘Merry England’, arguing that it was driven by both the desires of audiences and the marketing strategies of writers, publishers, and playing companies. *Nostalgia in Print and Performance* juxtaposes plays with ballads and pamphlets, just as they were experienced by their first consumers. It argues that these commercial fictions played a central role in promoting and shaping nostalgia. At the same time, the fantasy of the merry world offered a powerfully affective language for conceptualising longing. For playwrights such as Shakespeare and others writing for the commercial stage, it became a way to think through the dynamics of audience desire and the aesthetics of repetition.

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NOSTALGIA IN PRINT  
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*Merry Worlds*

HARRIET PHILLIPS

*Queen Mary University of London*



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*In memoriam*

*Madeleine Graham Phillips (1949–2008)*  
*Frank Phillips (1948–2009)*  
*Mary Graham (1920–2012)*  
*Lydia Koshiw (1985–2015)*

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[More Information](#)

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## *Contents*

<i>Acknowledgements</i>	<i>page</i> ix
<i>List of Abbreviations</i>	xi
Introduction: The Merry Worlds of Merry England	i
1 Merry Worlds: Tudor Nostalgia	31
2 Dreamless Art for the People: Cheap Print and Catharsis	60
3 Common People: Drama and Dialogue	85
4 Martin and Anti-Martin, 1588–1590	108
5 Merry Histories, 1598–1599	131
6 Shakespeare’s Ballads, 1598–1610	156
7 The Merry Worlds of Windsor in 1600	179
Epilogue	206
<i>References</i>	211
<i>Index</i>	235

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## *Abbreviations*

Arber	<i>A Transcript of the Registers of the Company of Stationers of London, 1554–1640, A.D.</i> , 5 vols, ed. Edward Arber (London: privately printed, 1975–84)
DNB	<i>Oxford Dictionary of National Biography</i> , online edition accessible at <a href="http://www.oxforddnb.com">www.oxforddnb.com</a>
ELH	<i>English Literary History</i>
ELR	<i>English Literary Renaissance</i>
ESTC	<i>English Short Title Catalogue</i> , accessible at <a href="http://estc.bl.uk/F/?func=file&amp;file_name=login-bl-estc">http://estc.bl.uk/F/?func=file&amp;file_name=login-bl-estc</a>
HLQ	<i>Huntington Library Quarterly</i>
HMSO	Her Majesty's Stationery Office
OED	<i>Oxford English Dictionary</i>
PMLA	<i>Publications of the Modern Languages Association of America</i>
RES	<i>Review of English Studies</i>
SEL	<i>Studies in English Literature</i>
STC	A. W. Pollard and G. R. Redgrave (eds), <i>A Short-Title Catalogue of Books Printed in England, Scotland and Ireland, and of English Books Printed Abroad 1475–1640</i> , 2nd edn, revised and enlarged/begun by W. A. Jackson and F. S. Ferguson; completed by Katharine F. Pantzer (London: Bibliographical Society, 1976–91)
TRHS	<i>Transactions of the Royal Historical Society</i>
Wing	Donald Wing, <i>A Short-Title Catalogue of Books Printed in England, Scotland, Ireland, Wales, and British America and of English Books Printed in Other Countries 1641–1700</i> (New York: printed for the Index Society, 1945–51)
YES	<i>Yearbook of English Studies</i>

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