

## **Author Joseph Horowitz to speak at UCSD**

**October 18, 1988**

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JOSEPH HOROWITZ, AUTHOR OF "UNDERSTANDING TOSCANINI," TO SPEAK AT UCSD ON OCTOBER 25

Author Joseph Horowitz's book "Understanding Toscanini" is the history of the United States as consumer of European music and a socioeconomic study of the classical music industry. It tells how Toscanini was catapulted into fame by a multimedia promotional machine, and how the commercialization of Toscanini prefigured the commercialization of the arts.

Horowitz will speak on these topics at the University of California, San Diego at 4 p.m. October 25, in Liebow Auditorium, Basic Science Building, Gilman Drive, on the School of Medicine campus. The lecture is free and open to the public.

In his book, the one-time music critic for The New York Times tracks the emergence of the Toscanini cult in America and examines America as the offspring of Old World history, into which the "self-made" Toscanini fit perfectly.

Horowitz examines the cultural needs and aspirations of the new middle classes after World War I, and he assesses the impact of the music appreciation movement with its emphasis on passive consumption.

This lecture is co-sponsored by the departments of Communication, History and Sociology.

(October 18, 1988)