

# CONTENTS

*Acknowledgments* vii

INTRODUCTION 1

1. FIRST AND LASTING: HISTORIES FOR THE *TACHE* 35
2. THE IMPRESSIONIST ADVERTISEMENT 72
3. *PHOTOGÉNIE* FROM RENOIR TO GANCE TO RENOIR 99
4. THE “IMAGE OF AFRICA” FROM CONRAD  
TO ACHEBE TO ADICHIE 133
5. THE IMPRESSIONIST FRAUD: KLEIN, SAITO, FREY 167
6. CONTEMPORARY IMPRESSIONS, KITSCH  
AESTHETICS: KINKADE/DOIG 201
7. THE PSEUDO-IMPRESSIONIST NOVEL:  
SEBALD, TÓIBÍN, CUNNINGHAM 228

VI CONTENTS

8. THINKING MEDIUM: THE RHETORIC OF  
POPULAR COGNITION 254

CONCLUSION 282

*Notes* 289

*Index* 323