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GARCÍA MÁRQUEZ: JOURNEY INTO THE ENGLISH-SPEAKING WORLD

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GARCÍA MÁRQUEZ: JOURNEY INTO THE ENGLISH-SPEAKING WORLD

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The US, Canada and the UK propel his fame beyond the Spanish world.

In 1982, when he won the Nobel Prize in Literature, Gabriel García Márquez crossed the threshold of universal fame; or at least, the threshold of fame into the English-speaking world. His name appeared in some of the most prestigious English-speaking media, and this marked the start of his fame across the globe through numerous media outlets.

DATA FACTS ▶

The data are indicative of García Márquez fame in the Anglophone world.

Between 1978-2019, LexisNexis¹ collected 9,769 articles from 638 media outlets that reported on various aspects of his life and work. A large majority of these texts come from the English-speaking media, especially from the United States and England, although presence in the Canadian media is also notorious. Almost 2,552 of those 10,000 articles (more than 20%) correspond to North American media, predominantly from New York, California, and Florida. Not to our surprise, the prestigious New York Times has the most news mentions about García Márquez, with 1,441 articles in that period alone (Figure 1).

ZOOM IN ▶

Zoom in to see the media network in more detail.

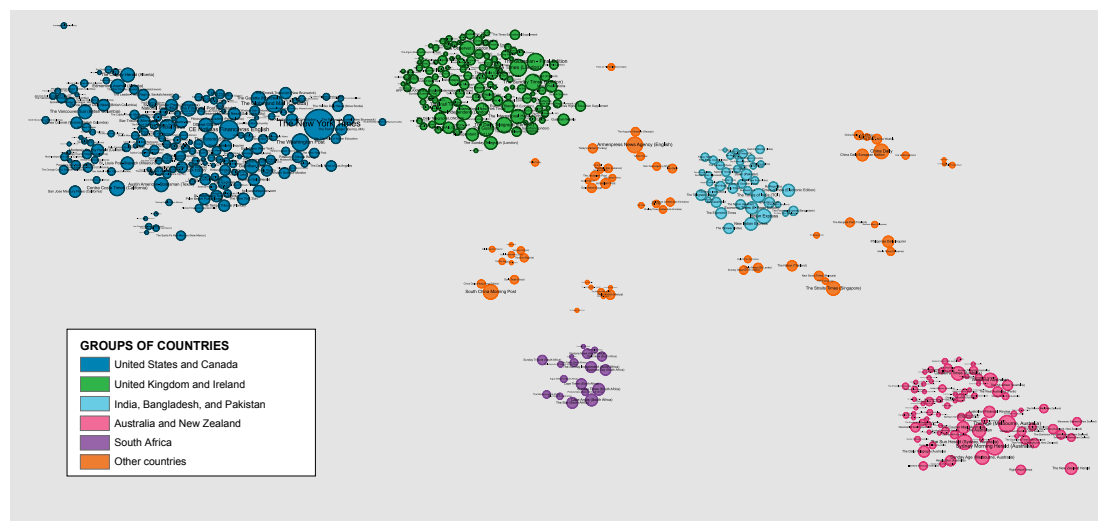


Figure 1. LexisNexis media network with mentions to García Márquez (approximate geolocation).

1 According to Wikipedia “LexisNexis Group is a corporation providing computer-assisted legal research (CALR) as well as business research and risk management services. During the 1970s, LexisNexis pioneered the electronic accessibility of legal and journalistic documents. As of 2006, the company has the world’s largest electronic database for legal and public-records related information.”

Other areas of the English-speaking world were also prolific in their follow-up of the beloved Aracatacan writer. From the United Kingdom, we have 1,570 news mentions; 1,056 from Canada; 1,023 from Australia; 174 from Ireland; and 134 from New Zealand. Other multilingual countries where English plays a key linguistic role, such as India (446) and South Africa (223), have also collected considerable mentions to García Márquez (Figure 2). His fame flourished beyond the English-speaking world, contributing to his profile as one of the best connected individuals (see [CulturePlex DataPoints 2\(2\)](#)) from the second half of the 20th Century and beginning of the 21st Century. China, Hong Kong, France, Pakistan, and Armenia also appear in news records related to García Márquez (LexisNexis).

ARTICLES BY
COUNTRY/REGION ►
A large majority of articles
come from English-speaking
countries.

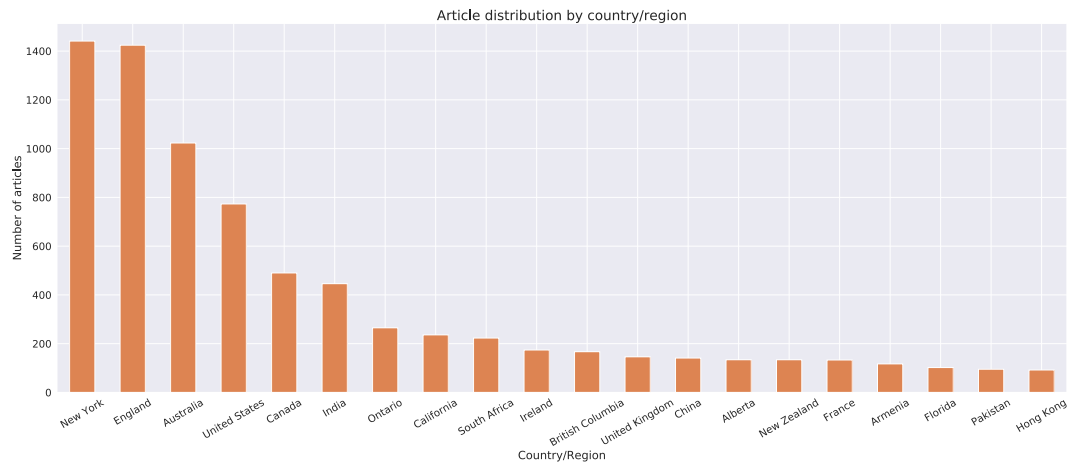


Figure 2. Distribution of articles with mentions to García Márquez by country/region.

We recognize the most news mentions of García Márquez in 2014, the year he passed away (933 news mentions). However, his fame does not stop there, since in recent years he had a resurgence with 576 news mentions in 2015; 519 in 2016; 508 mentions in 2017; and 919 mentions in 2018.

MEDIA ATTENTION
PER YEAR ►
Even after his death, García
Márquez still receives
regular attention in the
media.

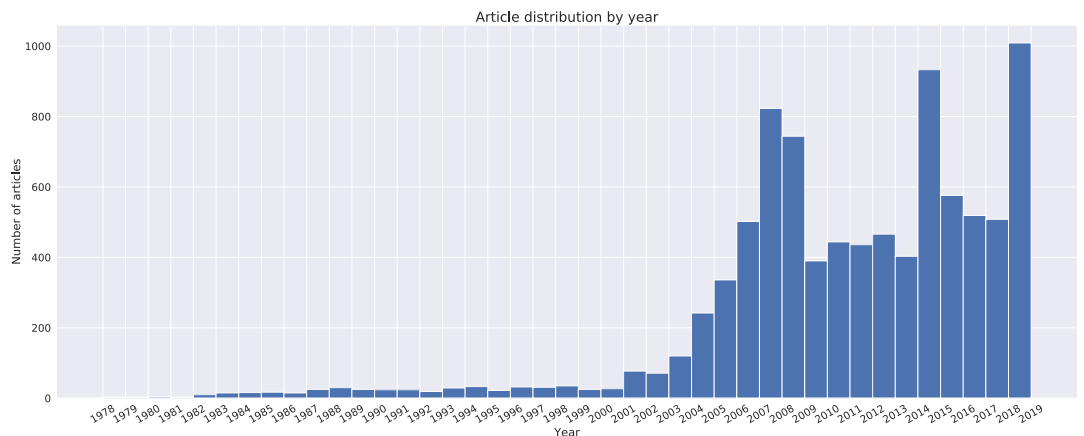


Figure 3. Distribution of articles with mentions to García Márquez per year.

**GARCÍA MÁRQUEZ
TRUE CELEBRITY ►**

García Márquez achieved fame as a recognition to his work and life.

The variability of the records (see Figure 3) is due to methods used at LexisNexis, which have their limitations, and they do not include news from Spanish media. Nevertheless, the most remarkable element of this journalistic phenomenon is García Márquez's character. He represents a cultural phenomenon imbued with an aura of sensibility and authenticity, one that is difficult to find in the digital-age. The 'old celebrity' did not point at oneself claiming the right to appear on screens and tabloids. It is, after all, a matter of integrity, value, and memory. However, modern day celebrities use their cellphones and selfies to become both narrators and protagonists of their own commercial stories. It seems that Gabriel García Márquez reached true fame rather than celebrity status. A noteworthy lesson from Marquez on personal character and integrity.

METHODOLOGY

First, we searched for "Gabriel García Márquez" on LexisNexis Academic* with no restrictions on date range and media source. The result was a set of 9,769 articles and 638 media. Then we applied Natural Language Processing to extract the date and the media source from the text of the articles. Lastly, we searched the media editions on Wikipedia to extract their countries and/or regions, and we created a network of geolocated media sources.

* LexisNexis Academic only has English sources.

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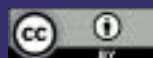
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