

will Sponsor a Lecture by

## Professor Ben Yagoda English Department, University of Delaware

**Tuesday, September 15, 2015**

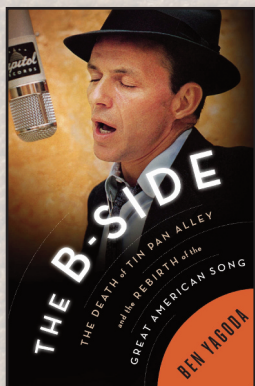
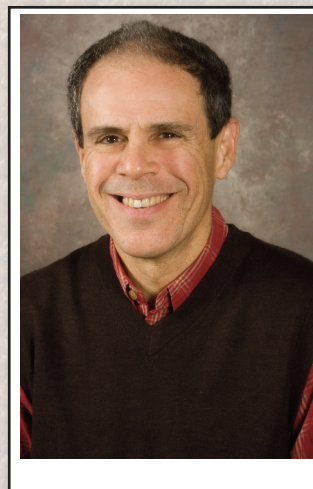
4:30 p.m. Program in the Reading Room, Morris Library  
University of Delaware, Newark, Delaware

A reception will follow.

Professor Ben Yagoda teaches English and Journalism in the English Department of the University of Delaware.

He will speak about his recent book, *The B-Side: The Death of Tin Pan Alley and the Rebirth of the Great American Song*. The book provides information on broad musical trends through a series of intertwined stories about the songwriters and artists of the day. *The B-Side* also explores the cultural, social and economic changes that led to the decline of the Great American Songbook and the ascendancy of rock as the standard for the American pop song.

Professor Yagoda served as an editor of *The New Leader*. Subsequently he became a freelance writer including for *The New York Times*, *Newsweek* and *Rolling Stone*. He helped to inaugurate a Journalism minor at the University of Delaware. He has written many magazine articles, essays and reviews for *The Chronicle of Higher Education*, *The New York Times Book Review* and other publications. In addition to *The B-Side*, he has written a number of books including *About Town: The New Yorker and the World It Made*; *Will Rogers: A Biography*; *You Need to Read This*; *How to Not Write Bad: The Most Common Writing Problems and the Best Ways to Avoid Them*; *Memoir: A History*; *When You Catch an Adjective, Kill It: The Parts of Speech, for Better and/or Worse*; and *The Art of Fact: A Historical Anthology of Literary Journalism* which was co-edited with Professor Kevin Kerrane of the English Department at the University of Delaware.



Mark your calendars! The printed invitation will be mailed by mid-August, 2015. Interested persons may send an email message to [librarysvp@winsor.lib.udel.edu] or call Library Administration at 302-831-2231 to request a printed invitation. This event is open to the public. Acceptances are encouraged and walk-ins are welcome.