Contents

Acknowledgments	VII
Martin Butler, Arvi Sepp, Patrick R. Burger	
Introduction: On the Intermedial and Institutional Dimensions of Popular Music	1
Lars Eckstein	
'Talking Without Speaking' in Mike Nichols's <i>The Graduate</i> : Some Reflections on the Rhetoric of Song Lyrics in Film Scores	11
Emma McEvoy	
"I had to have this talk with you": Remediation in Gothic Music	27
Patrick R. Burger	
The Nexus of Michael Moorcock's <i>Elric of Melniboné</i> and Blue Öyster Cult: The Intermediality of Fantasy and Rock 'n' Roll	37
Thomas M. Kitts	
The Romantic Protest of Mid to Late 1960s Rock Music	55
Lee Templeton	
The Subversive Power of Selling Out: Popular Music and Advertising	71
Jens Martin Gurr	
"Shakey's" 40 Years of Zigzag: Neil Young between Commerce and the Counterculture	83

103
119
139
155
175
187
199