Lindsley 1

Summer Lindsley

ENC1101

18 July 2011

It’s Only Copyright Infringement if it Sucks

Nation, the man on the cover of Esquire is a true American hero. He is shown as a figure being punished for his beliefs, shot down with arrows. He is part of a demographic that is underestimated and he has chosen to speak out against that injustice. That man is of course the true patriot, Dr. Stephen T. Colbert, DFA. The text on the right of this iconic cover mentions a past cover of Esquire that resembles Stephen’s cover but apparently it was not old enough to be retro and therefore not reprinted. It was some guy named Ali who was on it; sounds like he must have been a friend of Aladdin’s if you ask this writer. If that cover was so important then why didn’t they ask Ali to be on the cover again? Stephen has a busy schedule so he can’t just be making magazine covers willy-nilly. Some say that recreating old magazine covers is cheating and is an easy way for publishers to sell their magazines. Other people, who may or may not be those said publishers, say that by recreating famous covers from this past the magazine is paying homage to those long ago celebrities who couldn’t make it a few more decades. If placing Stephen on the cover of Esquire in a similar situation is such a faux pas, then why does Esquire continue to pay homage to many of its past issues? They say that imitation is the highest form of flattery, and if Stephen is the one doing the imitation then you damn well better be flattered. Imitating Stephen, on the other hand, is copyright infringement and you better start paying some royalties.

Lindsley 2

On the cover of the afore mentioned Esquire issue, Stephen is depicted as being under attack by a rogue archer as Stephen tries to make a simple phone call while half dressed. Stephen’s innocent expression reads “Please, Mr. Archer, don’t shoot me right now. I’m on the phone.” Clearly Stephen is in the process of either undressing from a hard day at work or is about to embark on a journey outdoors as soon as the person on the phone tells Stephen where his pants are. To the left of Stephen is an inscription that declares that the injustice done to white men by being given too much justice is the cause Stephen is addressing in the magazine. Though Colbert’s late night talk show is where this brave man usually sets the country straight on what he knows to be true and why others should follow his example, one certain issue of Esquire magazine houses an article by Colbert about white American men being victimized by not being allowed to be victims. That Ali guy had a different cover of Esquire, it was so boring it’s hard to understand where the comparison comes from. Sure, both men are in their underwear and under attack by the syndicate of archers that has been hiding in Esquire’s photography studio for at least fifty years but that’s all. Stephen Colbert’s photo shoot appears to have cost some money because not only is there better lighting but Colbert was even able to splurge on a shirt and tie!

One blogger by the name of Kimberley Croft says that she hates when magazines take the easy way out by taking old covers that had significance and meaning and revamping them so publishers can get an easy sell. Well who does Miss Arsty Fartsy Marcy think she is? Just because she’s a designer and a former professor in London doesn’t mean she knows everything about the print industry and how to make cool images that catch the eye of the viewer without copying other artists’ work. Magazines and newspapers are going out of style so publisher’s have to do whatever it takes to get a sale. And as long as they can tie their decisions back to paying

Lindsley 3

homage to old celebrities and important figures then it’s really just a win-win situation for everybody. As long as it looks awesome and isn’t exactly like the original then it’s okay.

This Ali fellow was apparently a big deal back ye olde days of the 1960s. He punched dudes for a living but then refused to point a gun at bunch of Commies. How un-American! How dare this fellow refuse to fight against the Vietnamese just because his religion and his morals would not allow it? Everyone knows that Stephen Colbert is a big fan of the U.S. military and supports them in any way he can. He even went to Iraq and shaved his luscious locks to support the troops. Ali, on the other side of the coin, chose to stay in America and was put in jail for avoiding the draft. That probably taught him a lesson about arguing against the government in order to stand up for your rights during a time of war. Martyr indeed. Colbert is a martyr too. It takes a lot of cojones to stand in your underwear in front of the thousands of people who still read magazines. And his story is important as well. He wants to bring attention to how easy white men have it and why the lack of victimization of white men is in itself victimization.

