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## »Und was macht nicht alles einen Namen!«

### Reklame und symbolisches Kapital in Theodor Fontanes *Die Poggenpuhls*

Dr. Hanspeter Affolter 

Published Online: 2018-06-16 | DOI: <https://doi.org/10.1515/iasl-2018-0002>

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## Abstract

The following article deals with the relationship between names and their symbolic capital as a theme in Theodor Fontane's *Poggenpuhls*. While the eponymous poor but noble family relies on its notable surname, different names were being popularized through advertising as part of the social and economic upheavals at the end of the 19<sup>th</sup> century. This rivalry between a genealogical and a primarily economic way of publicizing and valorizing names is not only present in the novel's dialogues, with noteworthy references to highly popular contemporary firms, but is also part of its spatial setting.

## About the article

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