

De “Bruidegom Balling” – de negatieve beeldvorming van de Engelse troonpretendent James Francis Stuart (1688-1766) in de *Amsterdamsche Argus*

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Abstract. This article aims to focus on one of the eighteenth-century satirical periodicals, called the *Amsterdamsche Argus* (1718-1720). The concept of this periodical implies a number of issues, which, besides its literary value, have mainly an important social impact. This social impact should be described in the frame of a typical eighteenth century phenomenon, known as the ‘moral reorientation’ [*morele heroriëntatie*]. The *Amsterdamsche Argus* achieves this reorientation strengthening the Dutch sense of superiority, which corresponds in the periodical with satirical, sarcastic criticism on characteristics and behaviors of other nations, such as the English debauchery, extravagance and vanity described in this article. This criticism concentrates mostly on the upper class (aristocracy) as opposed to an image of an unostentatious middle-class man. The critical view of the periodical has also a religious background: the *Amsterdamsche Argus* takes part in ‘the confessional debate’ – a conflict between the Catholic and Protestant church in the eighteenth century. The periodical tries to emphasize the value of the Protestants and depreciates or ridicules the Catholics.

Keywords: imagology; stereotyping; Dutch national identity; Enlightenment; satire; Enlightenment press; Stuart family; religion

1. Inleiding

In mei 1718 verscheen de *Amsterdamsche Argus*, het satirische blad dat geredigeerd werd door Hermanus van den Burg (1682-1752). Het blad verrijkte de reeds bloeiende Nederlandse persmarkt: behalve Engeland was er in de zeventiende en achttiende eeuw geen ander land in Europa, waar men zo veel publiceerde (Hanou 1981: 187; Rostworowski 2006: 129-131). In de ondertitel van de *Amsterdamsche*