In 1982, when he won the Nobel Prize in Literature, Gabriel García Márquez crossed the threshold of universal fame; or at least, the threshold of fame into the English-speaking world. His name appeared in some of the most prestigious English-speaking media, and this marked the start of his fame across the globe through numerous media outlets.

Between 1978-2019, LexisNexis\(^1\) collected 9,769 articles from 638 media outlets that reported on various aspects of his life and work. A large majority of these texts come from the English-speaking media, especially from the United States and England, although presence in the Canadian media is also notorious. Almost 2,552 of those 10,000 articles (more than 20%) correspond to North American media, predominantly from New York, California, and Florida. Not to our surprise, the prestigious New York Times has the most news mentions about García Márquez, with 1,441 articles in that period alone (Figure 1).

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\(^1\) According to Wikipedia “LexisNexis Group is a corporation providing computer-assisted legal research (CALR) as well as business research and risk management services. During the 1970s, LexisNexis pioneered the electronic accessibility of legal and journalistic documents. As of 2006, the company has the world’s largest electronic database for legal and public-records related information.”
Other areas of the English-speaking world were also prolific in their follow-up of the beloved Aracatacan writer. From the United Kingdom, we have 1,570 news mentions; 1,056 from Canada; 1,023 from Australia; 174 from Ireland; and 134 from New Zealand. Other multilingual countries where English plays a key linguistic role, such as India (446) and South Africa (223), have also collected considerable mentions to García Márquez (Figure 2). His fame flourished beyond the English-speaking world, contributing to his profile as one of the best connected individuals (see CulturePlex DataPoints 2(2)) from the second half of the 20th Century and beginning of the 21st Century. China, Hong Kong, France, Pakistan, and Armenia also appear in news records related to García Márquez (LexisNexis).

We recognize the most news mentions of García Márquez in 2014, the year he passed away (933 news mentions). However, his fame does not stop there, since in recent years he had a resurgence with 576 news mentions in 2015; 519 in 2016; 508 mentions in 2017; and 919 mentions in 2018.
The variability of the records (see Figure 3) is due to methods used at LexisNexis, which have their limitations, and they do not include news from Spanish media. Nevertheless, the most remarkable element of this journalistic phenomenon is García Márquez’s character. He represents a cultural phenomenon imbued with an aura of sensibility and authenticity, one that is difficult to find in the digital-age. The ‘old celebrity’ did not point at oneself claiming the right to appear on screens and tabloids. It is, after all, a matter of integrity, value, and memory. However, modern day celebrities use their cellphones and selfies to become both narrators and protagonists of their own commercial stories. It seems that Gabriel García Márquez reached true fame rather than celebrity status. A noteworthy lesson from Marquez on personal character and integrity.