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Dealing with Authorship Sarah Burnautzki, Frederik Kiparski, Raphaël Thierry, 2018-10-30 Literature and film generate symbolic as well as economic capital As such aesthetic productions exist in various contexts following contrasting rules Which role s do authors and filmmakers play in positioning themselves in this conflictive relation Bringing together fourteen essays by scholars from Germany the USA the UK and France this volume examines the multiple ways in which the progressive self fashioning of authors and filmmakers interacts with the public sphere generating authorial postures and thus arouses attention It questions the autonomous nature of the artistic creation and highlights the parallels and differences between the more or less clear cut national contexts in order to elucidate the complexity of authorship from a multifaceted perspective combining contributions from literary and cultural studies as well as film media and communication studies Dealing with Authorship as a transversal venture brings together reflections on leading critics exploring works and postures of canonical and non canonical authors and filmmakers An uncommon and challenging picture of authorship is explored here across national and international artistic fields that affect Africa Europe and America The volume raises the questions of cultural

linkages between South and North imbalances between the mainstream and the margins in an economic literary or racial dimension and more broadly the relation of power and agency between artists editors critics publics media and markets

The Rise of Corporate Publishing and Its Effects on Authorship in Early Twentieth Century America Kim Becnel, 2012-12-06 This study examines the way that the modernization and incorporation of the American publishing industry in the early twentieth century both helped to foment the emerging late industrial cultural hierarchy and capitalized on that same hierarchy to increase readership and profits More importantly however it attempts to trace the ways in which recently introduced marketing techniques reconceived ideas of audience and new paradigms in author publisher relations affected American writers of the 1930s and the literature they produced Using case studies of authors chosen from various points on the spectrum of so called high middle and lowbrow literature the author demonstrates that contrary to popular critical opinion this new publishing landscape dominated by big business practices and strict categorizations of audiences writers and works did not ruin or corrupt literature but in fact enriched our literary heritage by providing authors with inspiration and opportunity that they may not otherwise have had The Oxford Handbook of Publishing Angus Phillips, Michael Bhaskar, 2019 The Oxford Handbook of Publishing marks the coming of age of the scholarship in publishing studies with a comprehensive exploration of current research on subjects such as copyright corporate social responsibility globalizing markets and changing technology that have transformed the industry in recent years **The Publishing Business** Kelvin Smith, Melanie Ramdarshan Bold, 2018-02-22 The Publishing Business is an invaluable guide to understanding what book publishing is and what it might become Using popular and current examples this second edition demonstrates that to succeed publishers must prove their commitment to producing accurate attractive and well edited content their ability to innovate pioneering digital technologies and their dedication to promoting their titles to new audiences This book explains the responsibilities at each stage of the publishing process describes current roles and practices and provides much food for thought on how publishers can ensure their skills remain relevant in the digital age Fully updated to take into account recent developments in the publishing world this new edition also includes additional real world examples from a variety of publishing sectors insightful interviews with industry experts and new and updated activities throughout Beautifully designed thoroughly illustrated and packed with examples of publishing practice The Publishing Business is an essential introduction to a dynamic industry **Online Marketing for Busy Authors** Fauzia Burke, 2016-04-19 If You Want People to Read Your Book Writing It Is Only the Beginning There has truly never been a better time to be an author For the first time authors have direct access to the public via the Internet and can create a community eagerly awaiting their book But where do new authors start How do they sort through the dizzying range of online options Where should they spend their time online and what should they be doing Enter Fauzia Burke a digital book marketing pioneer and friend of overwhelmed writers everywhere She takes authors step by step through the process of identifying

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Authorship as Promotional Discourse in the Screen Industries Leora Hadas,2020-04-30 This book discusses the use of authorship discourses and author figures in the promotion and marketing of media content dealing with the U S mainstream media including franchise film network television and triple A video games The research takes a unique approach studying ideas of authorship in promotion diverging from extant approaches looking at the text production or reception Conceptualizing authorship within the logic of media branding the book studies the construction of ideas around creativity and the creative person in marketing and publicity content where media industries communicate with audiences A cross media approach allows the book to take a broad look and make comparisons across the increasingly integrated media industries The book will be of great relevance to academics in the fields of film television and media studies including

postgraduate students conducting teaching and research around authorship media industries and media promotion

Constructions of Media Authorship Christiane Heibach, Angela Krewani, Irene Schütze, 2020-11-23 The author is dead long live the author This paradox has shaped discussions on authorship since at least the 1960s when the dominant notion of the individual author genius was first critically questioned The ongoing discussion has mainly focused on literature and the arts but has ignored nearly any artistic practice beyond these two fields *Constructions of Media Authorship* aims to fill this gap the volume's interdisciplinary contributions reflect historical and current artistic practices within various media and attempt to grasp them from different perspectives The first part sheds a new light on different artistic and design practices and questions the still dominant view on the individual identifiable author The second part discusses creative practices in literature emphasizing the interrelation of aesthetic discourses and media practices The third part investigates authoring in audiovisual media especially film and TV while the final part turns to electronic and digital media and their collective creativity and hybrid mediality The volume is also an attempt to develop new methodological approaches focusing on the interplay between various human and non human actors in different media constellations

Research Ethics and Integrity for Social Scientists Mark Israel, 2014-10-20 Ethics and integrity in research are increasingly important for social scientists around the world We are tackling more complex problems in the face of expanding and not always sympathetic regulation This book surveys the recent developments and debates around researching ethically and with integrity and complying with ethical requirements The new edition pushes beyond the work of the first edition through updated and extended coverage of issues relating to international indigenous interdisciplinary and internet research Through case studies and examples drawn from all continents and from across the social science disciplines the book demonstrates the practical value of thinking seriously and systematically about ethical conduct in social science research identifies how and why current regulatory regimes have emerged reveals those practices that have contributed to the adversarial relationships between researchers and regulators encourages all parties to develop shared solutions to ethical and regulatory problems

The Author's Due Joseph Loewenstein, 2010-02-15 The Author's Due offers an institutional and cultural history of books the book trade and the bibliographic ego Joseph Loewenstein traces the emergence of possessive authorship from the establishment of a printing industry in England to the passage of the 1710 Statute of Anne which provided the legal underpinnings for modern copyright Along the way he demonstrates that the culture of books including the idea of the author is intimately tied to the practical trade of publishing those books As Loewenstein shows copyright is a form of monopoly that developed alongside a range of related protections such as commercial trusts manufacturing patents and censorship and cannot be understood apart from them The regulation of the press pitted competing interests and rival monopolistic structures against one another guildmembers and nonprofessionals printers and booksellers authors and publishers These struggles in turn crucially shaped the literary and intellectual practices of early modern authors as well as early capitalist economic organization With its

probing look at the origins of modern copyright *The Author's Due* will prove to be a watershed for historians literary critics and legal scholars alike *Life Writing and the Nineteenth-Century Literary Market* Sean Grass, 2024-11-30 *Life Writing and the Nineteenth Century Literary Market* begins from the premise that nineteenth century life writing circulated in a market in material and discursive forms determined substantially by the desires of publishers readers editors printers booksellers and the many other craftsmen and tradesmen who collaborated in transforming first person narrative into a commodified thing Studies of nineteenth century life writing have typically focused on the major autobiographers or on the formation of genre or on the ways in which different class gender race and other affiliations shaped particular kinds of exemplary subjectivities The aim of this collection on the other hand is to focus on life writing in terms of profits and sales contracts and copyright printing and illustration to treat life writing through particular case studies and through attentive analysis of print and material cultures as one commodity among many in the vast complicated literary market of nineteenth century England **Scripted Affects, Branded Selves** Gabriella Lukács, 2010-08-05 An exploration of Japan's television culture focused on primetime serials called trendy dramas popular primetime serials featuring well heeled young sophisticates enjoying consumer oriented lifestyles *2015 Writer's Market* Robert Lee Brewer, 2014-08-05 The most trusted guide to getting published Want to get published and paid for your writing Let the 2015 Writer's Market guide you through the process with thousands of publishing opportunities for writers including listings for book publishers consumer and trade magazines contests and awards and literary agents These listings include contact and submission information to help writers get their work published Beyond the listings you'll find all new editorial material devoted to the business and promotion of writing including advice on pitching to agents and editors managing your freelance business and building a readership This edition also includes the ever popular and updated pay rate chart plus dozens of articles and essays like these Kate Meadows freelance writer and editor shares seven habits of financially savvy writers Carol Tice professional writer teaches you how to build your writing career with social media Dana W Todd public relations professional explains how to successfully pitch you and your work like a PR pro You also gain access to Lists of professional writing organizations Sample query letters A free digital download of Writer's Yearbook featuring the 100 Best Markets Finally NEW TO THIS YEAR'S EDITION is an exclusive webinar How to Find More Success Freelancing taught by Robert Lee Brewer editor of Writer's Market It takes a lot more than flawless writing to be a freelance writer This hour long webinar will help you to increase your chances of success You'll learn the current freelance landscape how to find freelance opportunities how to secure assignments negotiating strategies and more Whether the goal is to publish a book write a magazine article or freelance for local businesses this webinar is for writers looking to find more success with their freelancing and ultimately make more money Every writer needs a toolbox filled with craft a drop of talent and hope Successful writers know they must add the Writer's Market You should too Barbara O Neal author of *The All You Can Dream Buffet* 7 time RITA award winner and RWA Hall of Fame member The business of

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Contemporary Fiction, Celebrity Culture, and the Market for Modernism Carey Mickalites, 2022-01-13 Arguing that contemporary celebrity authors like Zadie Smith Ian McEwan Martin Amis Kazuo Ishiguro Salman Rushdie Eimear McBride and Anna Burns position their work and public personae within a received modernist canon to claim and monetize its cultural capital in the lucrative market for literary fiction this book also shows how the corporate conditions of marketing and branding have redefined older models of literary influence and innovation It contributes to a growing body of criticism focused on contemporary literature as a field in which the formal and stylistic experimentation that came to define a canon of early 20th century modernism has been renewed contested and revised Other critics have celebrated these renewals variously arguing that contemporary literature picks up on modernism s unfinished aesthetic revolutions in ways that have expanded the imaginative possibilities for fiction and revived questions of literary autonomy in the wake of postmodern nihilism While this is a compelling thesis and one that rightly questions an artificial and problematic periodization that still lingers in academic criticism those approaches generally fail to address the material conditions that structure literary production and the generation of cultural capital whether in the historical development of modernism or its contemporary permutations This book addresses this absence by proposing a materialist history of modernism s afterlives

From Playhouse to Printing House Douglas A. Brooks, 2006-12-14 This study examines how Shakespeare and his contemporaries made the difficult transition from writing plays for the theatre to publishing them as literary works Tracing the path from playhouse to printing house Douglas Brooks analyses how and why certain popular plays found their way into print while many others failed to do so and looks at the role played by the Renaissance book trade in shaping literary reputations Incorporating many finely observed typographical illustrations this book focuses on plays by Shakespeare Jonson Webster and Beaumont and Fletcher as well as reviewing the complicated publication history of Thomas Heywood s work Brooks uncovers the continually shifting relationship between theatre and publisher and defines the way in which the concept of authorship changed His book represents an important contribution to the refiguration of two histories English Renaissance drama and the early modern book

[A Companion to Literature, Film, and Adaptation](#) Deborah Cartmell, 2014-08-25 This is a comprehensive collection of original essays that explore the aesthetics economics and mechanics of movie adaptation from the days of silent cinema to contemporary franchise phenomena Featuring a range of theoretical approaches and chapters on the historical ideological and economic aspects of adaptation the volume reflects today s acceptance of intertextuality as a vital and progressive

cultural force Incorporates new research in adaptation studies Features a chapter on the Harry Potter franchise as well as other contemporary perspectives Showcases work by leading Shakespeare adaptation scholars Explores fascinating topics such as unfilmable texts Includes detailed considerations of Ian McEwan's *Atonement* and Conrad's *Heart of Darkness*

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