

1. Record Nr.	UNINA9910149535903321
Autore	Sica Alan <1949->
Titolo	Book matters : the changing nature of literacy // Alan Sica
Pubbl/distr/stampa	New Brunswick, New Jersey ; ; London, England : , : Transaction Publishers, , 2016 2016
ISBN	1-351-53103-4 1-4128-6447-X
Descrizione fisica	1 online resource (283 pages)
Disciplina	028
Soggetti	Books and reading - History Intellectual life - History Learning and scholarship - History Scholarly publishing - History Criticism - History Social sciences - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Scholars have been puzzling over the "future of the book" since Marshall McLuhan's famous maxim "the medium is the message" in the early 1950s. McLuhan famously argued that electronic media was creating a global village in which books would become obsolete. Such views were ahead of their time, but today they are all too relevant as declining sales, even among classic texts, have become a serious matter in academic publishing. Does anyone still read long and complex works, either from the past or the present? Is the role of a professional reader and reviewer of manuscripts still relevant? Book Matters closely analyses these questions and others. Alan Sica surmises that the concentration span required for studying and discussing complex texts has slipped away, as undergraduate classes are becoming inundated by shorter, easier-to-teach scholarly and literary works. He considers such matters in part from the point of view of a

former editor of scholarly journals. In an engaging style, he gives readers succinct analyses of books and ideas that once held the interest of millions of discerning readers, such as Simone de Beauvoir's *Second Sex* and the works of David Graham Phillips and C. Wright Mills, among others. *Book Matters* is not a nostalgic cry for lost ideas, but instead a stark reminder of just how aware and analytically illuminating certain scholars were prior to the Internet, and how endangered the book is in this era of pixelated communication.
