

1. Record Nr.	UNINA9910495169503321
Autore	Kiernan Anna
Titolo	Writing Cultures and Literary Media : Publishing and Reception in the Digital Age // by Anna Kiernan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2021
ISBN	3-030-75081-7
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (121 pages)
Collana	New Directions in Book History, , 2634-6125
Disciplina	302.232
Soggetti	Literature and technology Mass media and literature Literature, Modern - 20th century Literature, Modern - 21st century Digital humanities Books - History Printing Publishers and publishing Literature and Technology Contemporary Literature Digital Humanities History of the Book Printing and Publishing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Chapter 1 Convergence culture: new book concepts for new audiences -- Chapter 2 Futurebook critics and cultural curators in a socially networked age -- Chapter 3 Curses and verses: Social media and the shock of the new in poetry and criticism -- Chapter 4 Authentic fictions: Marketing stick stories -- Chapter 5 Visual editions: The analogue renaissance in an age of storytelling -- Conclusion. .
Sommario/riassunto	This Pivot investigates the impact of the digital on literary culture through the analysis of selected marketing narratives, social media stories, and reading communities. Drawing on contemporary examples,

ranging from the reissue of John Williams' novel *Stoner* (2013) to Rebecca Watts' perceived attack on Holly McNish's status as a poet in *Poetry Now* (2018), each chapter addresses a specific theme arising from the overarching question: How has writing culture changed in this digital age? By examining shifting modes of literary production, this book considers how discourses of writing and publishing and hierarchies of cultural capital circulate in a socially motivated post-digital environment. *Writing Culture in a Digital Age* combines compelling accounts of book trends, reader reception, and interviews with writers and publishers to reveal fresh insights for students, practitioners, and scholars of writing, publishing, and communications.
