

1. Record Nr.	UNINA9910544565503321
Titolo	Hype : bestsellers and literary culture // edited by Jon Helgason, Sara Karrholm and Ann Steiner
Pubbl/distr/stampa	Lund, Sweden : , : Nordic Academic Press, , [2014] ©2014
ISBN	91-87675-32-3
Descrizione fisica	1 online resource (359 p.)
Disciplina	028.9
Soggetti	Books and reading Best sellers Literature and society Book industries and trade Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title; Copyright; Contents; Introduction; Serendipity, promotion, and literature; The contemporary book trade and international megasellers; A turn to the rights; The advent and impact of Swedish literary agents; Bestseller culture and its effects on research; The case of Stieg Larsson's Millennium trilogy; Righteous rebellion in fantasy and science fiction for the young; The example of Harry Potter; The mediatized Zlatan; The immigrant's path from provincial otherness to national identity and to a Western literary space; Apocalypse now and again Mapping the bestselling classics of the end of the worldThe sheik returns; Imitations and parodies of the desert romance; The artisan and the professional; The origins of modern authorship; Select references; Acknowledgements; About the authors
Sommario/riassunto	In the world of books and literature, "hype" is associated with bestsellerism-the books that sell the most, are read by vast numbers, and constantly talked about in media and staff rooms. Often, it is the success in itself that generates an interest because popularity begets popularity. Quite often though, a hyped bestseller is met with a skeptic

criticism of poor language, a badly constructed plot, a predictable story line, or all three. The bestseller phenomenon is sometimes conceived as a threat against "real" literature. Research into the creation, reception, and meaning of bestsellers is

---